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# VISITORS' REACTIONS TO THE "FAMILY OF MAN" EXHIBIT

Report No. 225
Series No. 2
January 23, 1956

RESEARCH STAFF
OFFICE OF PUBLIC AFFAIRS
AMERICAN EMBASSY

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# I N T R O D U C T I O N

The Family of Man exhibition produced by Edward Steichen for the Museum of Modern Art in New York is now being circulated in various countries. It was shown lately in the Munich Academy of Arts. According to Steichen the exhibition is "one of the most ambitious and challenging projects, photography has ever attempted. It was conceived as a mirror of the universal elements and emotions in the everydayness of life and demonstrates that the art of photography is a dynamic process of giving form to ideas and of explaining man to man".

As Steichen says "The Family of Man has been created in a passionate spirit of devoted love and faith in man" with no propaganda intention of any kind whatsoever, but with the sole message of the essential oneness of mankind throughout the world.

The present report is an attempt to study audience reactions to the Steichen show with primary focus on the determination of whether — and to what extent — the exhibit contributes to USIS objectives here in Germany. Included in this determination were the questions of 1) Do exhibit viewers recognize the theme of the show or is it simply considered an arty photographic exhibit and 2) Do visitors as a result of the exhibit credit the U.S. with sincere efforts to achieve peace and understanding among peoples of the world?

The study is based on two samples secured from exhibit visitors to the show in Munich. One was conducted at the exit of the show immediately after the visitors left the exhibit — and the other consisted of interviewees visited in their homes by appointment two to three days afterwards. The purpose of this procedure was to locate possible differences between the immediate feelings and reactions of the audience and those judgments and views reported after some lapse of time during which discussions and exchange of impressions had most likely taken place. The questionnaires used differed only in regard to length of the interview, i.e. a greater number of questions, resulting from more detailed queries, were asked in the home interviews.

The two samples, both of the probability type, consisted of 298 and 472 visitors, 18 years of age and over, and were conducted from the beginning to the end, i.e. from November 19th through December 18th, 1955 when the exhibit closed.

As usual, interviewing was conducted by DIVO — Gesellschaft fuer Markt- und Meinungsforschung m.b.H., Frankfurt/Main, a German survey organization working under contract with the Research Staff.

## SUMMARY OF FINDINGS

The "Family of Man" exhibition in Munich attracted an audience of exceptionally high intellectual level and received an outstandingly favorable reception from almost all of its visitors. The ratings are the highest ever found for any exhibit including the 1954 "Atoms for Peace" exhibit in Berlin. There was frequent usage of such extremely favorable terms as "superior", "excellent", "outstanding", "without precedent" and "magnificent" — terms which are rarely found in audience reactions studies. The emotionally stirring and deeply moving effect of the Steichen show resulted in strong enthusiasm which was especially apparent in the exit interviews conducted immediately after the show.

Although the differences between the two samples are only small, and, strictly speaking, statistically insignificant, two general tendencies are apparent. First, after a short time lapse, enthusiasm is slightly less and somewhat replaced by an appraisal which is still far above the ordinary. Second, clear understanding of the underlying idea increases with the passage of time.

The ideals of the exhibit are clearly perceived. Its purposes and effects are described as stimulating thinking concerning the problems of the human community, and inspiring humanitarian feelings by presenting the unifying elements common to man and thus promoting friendship and peace among all nations and races. Therefore, one is justified in concluding that the pictorial approach of presenting the theme was highly successful.

Of course, the ultimate success of the Steichen show can only be gauged by the extent to which it contributes to the achievement of USIS objectives here in Germany. Through its indirect approach, the exhibit was especially exemplary and effective. It explained the exhibit's ideals successfully to the German public. Since the bulk of the audience attributed the ideals presented in the show to the U.S.A., it therefore created highly favorable attitudes towards the United States. The audience after seeing the show was found to be more convinced of the truthfulness of American ideals and efforts towards understanding and peace among peoples than before.

## I. Composition of the Audience and Attendance

Before analyzing the actual views and judgments about the exhibit, some basic facts about the characteristics and attendance of the audience are worth noting as a starting point for a better understanding of the visitors' reactions. The reactions themselves will be presented in the later chapters of this report.

EXCEPTIONALLY HIGH PROPORTION OF ELITE GROUPS IN EXHIBITION AUDIENCE...

Comparison of population groupings reveals that a much greater proportion of the men, and the better educated people are among the attendants of the Steichen show than can be found in the general population. While the majority (84%) of the rank and file people in West Germany have elementary schooling only, the great bulk of the exhibition audience (89%) has gone beyond elementary school. In fact about twenty times as many persons with university training are found in the audience as are to be found in the general population.

As to socio-economic status, the large majority belongs to the upper classes, while among the general population the picture is exactly reversed.

In addition, the prestige occupations and higher income groups are found in considerably larger numbers among the attendees than is their actual proportion within the general population.

These findings indicate exceptionally high attendance at the Steichen show by the opinion-leading elements, and prove that the exhibit attracted the elite groups to an extent never found before in any exhibit evaluation study conducted by the Research Staff.

No significant differences in characteristics of the two samples occurred. Therefore, figures for the combined samples will be presented throughout the report, except in those instances where attention is invited to particular results.

## COMPOSITION OF AUDIENCE SAMPLES

| | Exit Interviews (298) | Home Interviews (472) | Combined Samples (770) | | General Population | |
|---|---|---|---|---|---|---|
| **Sex:** | | | | | | |
| Men | 62% | 60% | 61% | | 45.6 | |
| Women | 38 | 40 | 39 | | 54.4 | |
| **Education:** | | | | | | |
| Elementary school | 13 | 10 | 11 | | 84 | |
| Secondary school or High school w/o Abitur (Diploma) | 35 | 34 | 35 | 89 | 12 | 16 |
| Abitur (Diploma) | 16 | 11 | 13 | | 2 | |
| University (w/o diploma) | 22 | 24 | 23 | | 2 | |
| University(w/ diploma) | 14 | 21 | 18 | | | |
| **Income:** | | | | | | |
| Up to 149 DM | 6 | 6 | 6 | | 13 | |
| 150 to 299 DM | 11 | 8 | 10 | | 21 | |
| 300 to 399 DM | 13 | 13 | 13 | 41 | 23 | 72 |
| 400 to 499 DM | 11 | 12 | 12 | | 15 | |
| 500 to 599 DM | 12 | 10 | 10 | | 9 | |
| 600 to 699 DM | 11 | 9 | 10 | 53 | 5 | 22 |
| 700 to 799 DM | 7 | 8 | 8 | | 3 | |
| 800 to 899 DM | 8 | 7 | 7 | | 2 | |
| 900 to 999 DM | 5 | 4 | 4 | | 1 | |
| 1,000 DM and more | 11 | 17 | 14 | | 2 | |
| No answer | 5 | 6 | 6 | | 6 | |
| **Socio-Economic Status** | | | | | | |
| Upper classes | | 30 | | | 4 | |
| Upper middle classes | | 54 | 84 | | 26 | 30 |
| Lower middle classes | | 15 | | | 55 | |
| Lower classes | | 1 | | | 15 | |
| **Age:** | | | | | | |
| Up to 19 years | 9 | 6 | 7 | | 4.7 | |
| 20 to 24 years | 21 | 25 | 23 | 43 | 9.9 | 24.8 |
| 25 to 29 years | 13 | 13 | 13 | | 10.2 | |
| 30 to 34 years | 10 | 8 | 9 | | 10.2 | |
| 35 to 39 years | 7 | 8 | 8 | | 6.7 | |
| 40 to 44 years | 12 | 9 | 10 | | 10.5 | |
| 45 to 49 years | 9 | 9 | 9 | | 10.8 | |
| 50 to 54 years | 9 | 7 | 8 | | 10.1 | |
| 55 to 59 years | 5 | 7 | 6 | | 8.3 | |
| 60 to 64 years | 2 | 4 | 3 | | 6.5 | |
| 65 years and over | 3 | 4 | 4 | | 12.1 | |
| **Family Status:** | | | | | | |
| Single | | 54 | | | 23.8 | |
| Married | | 37 | | | 63.5 | |
| Widowed | | 6 | | | 11.0 | |
| Divorced | | 3 | | | 1.7 | |

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| | Exit Interviews | Home Interviews | Combined Samples | General Population |
|---|---|---|---|---|
| Occupation: | | | | |
| Professionals | 25% | 28% | 27% | 3% |
| Businessmen | 11 | 9 | 10 | 7 |
| White-collar workers | 19 | 18 | 19 | 9 |
| Skilled laborers | 5 | 3 | 4 | 11 |
| Semi-skilled laborers | 1 | 1 | 1 | 11 |
| Domestic service | 1 | 1 | 1 | 3 |
| Farmers | * | * | * | 7 |
| Housewives | 10 | 10 | 10 | 36 |
| Pensioners; retired | 2 | 4 | 3 | 9 |
| Unemployed | | | | 3 |
| Students, pupils | 26 | 25 | 25 | 1 |
| Apprentices | * | 1 | * | * |
| Religion: | | | | |
| Catholics | | 50 | | 45.2 |
| Protestants | | 41 | | 51.2 |
| Others | | 4 | | 3.6 |
| None | | 5 | | |
| No answer | | * | | |
| Origin: | | | | |
| Expellees; refugees | | 16 | | 22.3 |
| Natives | | 80 | | 77.7 |
| Foreigners | | 4 | | |

ABOUT ONE-FIFTH OF THE AUDIENCE CAME FROM OUTSIDE OF THE MUNICH AREA...

It should also be noted that although the bulk of the audience came from the city of Munich or the Munich area, fully one-fifth of the visitors to the exhibit came from various outlying localities — some as far distant as Vienna, Frankfurt and Hamburg. While it cannot be assumed that such individuals came to Munich primarily to see the Steichen exhibit, it is significant that they considered the exhibit of sufficient importance and attraction as to include it in their program while in Munich.

| | Combined Samples |
|---|---|
| Visitor's Residence: | |
| City of Munich | 74% |
| Munich County (Landkreis) | 7 |
| Other | 19 |
| | 100% |

ONE QUARTER SAW OTHER PHOTOGRAPHIC EXHIBITIONS DURING PAST YEAR ...

For fully three quarters of the spectators, the Steichen show is the first photographic exhibit that was visited during the past year.

"Have you perhaps heard of any photographic exhibitions during the past twelve months? (Did you also visit this exhibition?)"

| | Home Interviews |
|---|---|
| Yes, visited exhibits | 24% |
| Yes, heard, but did not visit exhibits | 5 |
| No, have not heard of exhibits | 71 |
| | 100% |

SOME VISITED THE EXHIBIT MORE THAN ONCE...

The first indication of the general appeal and attraction of the exhibit is found in the fact, that about one out of ten attendees visited the show several times. Half of those revisited the exhibition twice or even three times.

"Did you visit this exhibition for the first time on...; had you been there before; or did you revisit this exhibition some time afterwards?"

| | Exit Interviews | Home Interviews |
|---|---|---|
| For the first time | 88% | 90% |
| Had been there before | 12 | 9 |
| Revisited exhibition after contact | - | 1 |
| | 100% | 100% |

IF "Had been there before" or "Revisited after contact": "How often?"

| | | |
|---|---|---|
| Once | 6% | 4% |
| Twice | 4 | 3 |
| Three times | 1 | 1 |
| No opinion | 1 | 1 |
| | 12% | 9% |

MOST "FAMILY OF MAN" VISITORS LEARNED OF IT THROUGH PRESS AND WORD OF MOUTH

The preponderance (43% in the exit sample and 45% among the home interviews) indicated press as the decisive source of knowledge about the exhibition - personal contacts follow very closely with 38% and 43%, while 25% and 27% of the visitors reported that they learned about the show through posters.

The exceptionally high face-to-face publicity which the exhibit apparently received is particularly noteworthy since it suggests that there was considerable amount of personal influence resulting from such discussions about the exhibit.

"Can you perhaps tell me how you found out about this photographic exhibition? Who or what called your attention to it?"

| | Exit Interviews | Home Interviews |
|---|---|---|
| Through press | 43% | 45% |
| Through radio | 11 | 7 |
| Through notice in the Amerika-Haus | 3 | 3 |
| Through posters | 25 | 27 |
| Through school | 4 | 3 |
| Through relatives/friends | 38 | 43 |
| Through other source:... | 9 | 9 |
| Don't know | * | * |
| | 133%@ | 137%@ |

* Less than one half of one per cent.
@ Some respondents gave more than one answer.

## II. Appraisal of the Exhibit

The "Family of Man" exhibition is a unique and emotionally stirring project of modern photographic art. Visitors are led around by the pictures to see what the camera saw in sixty-eight nations throughout the world. They see people - men, women, children - faithfully registered in a thousand activities and emotions within the world in which we live. And the pictures tell their stories, often speaking more eloquently than words.

In studying the effect of the show we can only consider reactions which are verbal, hence surface expressions. A considerable part of the influence of the Steichen show is of such a subtle nature that the results are difficult to locate even with far-reaching probing techniques since these influences awaken purely emotional reactions.

Within the limits of the above statement, the findings of the present study answer the questions which arose among USIS policy officials in West Germany in considering the impact and effectiveness of this Steichen show in the light of USIS objectives.

### Section 1: General Appraisal

The "Family of Man" exhibition at the Munich Academy of Arts received an outstandingly favorable reception from almost all of its visitors. This conclusion appears as the result of responses to the general inquiries reported in this section.

Considering the exceptionally high educational level of this particular audience, the findings of this and the following chapters become even more important and gain in significance since members of the elite groups are usually found to be much more critical than other groups in the population.

HIGH EXPECTATIONS DIVIDE AS TO CONTENT AND TECHNICAL ASPECTS ...

The question of what people expected from this exhibition was only asked in the home interviews, partly because the interviewing situation allowed more questions and partly on the assumption that visitors are able to view their original aspirations more objectively after some time has elapsed than immediately after the visit.

The largest segment of the audience (44%) had expectations in regard to the content of the show. This included 37 per cent who were more or less expecting a survey on human life throughout the world, and 3 per cent rather specifically thinking they would find a typically American show about the United States.

About a third of the spectators expected something to do with the artistic and technical aspects of photography. Another 14 per cent was informed about the underlying theme of the show before the visit and 11 per cent had no particular notions or expectations at all.

In reading the actual comments one is impressed by frequent indications that visitors' expectations were surpassed in all respects, however low or high they had been.

"When you decided to visit the exhibition, what did you think you would find here? What did you expect from this exhibition?"

Summary Table

| | | Home Interviews |
|---|---|---|
| EXPECTATIONS IN REGARD TO CONTENT | | (44%) |
| General: | | 37% |
| A photographic survey of human life all over the world | (37%) | |
| Specific: | | 7 |
| A typically American show of photography about the U.S. | ( 3%) | |
| A presentation of characteristics common to all men | ( 4%) | |
| EXPECTATIONS IN REGARD TO THE TECHNICAL ASPECTS OF PHOTOGRAPHY | | (35%) |
| A show of artistic and technically well-done photographs | | 35 |
| KNEW UNDERLYING IDEA OF EXHIBIT BEFORE VISIT | | (14%) |
| NO EXPECTATIONS | | (11%) |
| NO OPINION | | ( *%) |
| | | 104%@ |

* Less than one half of one per cent.
@ Some respondents gave more than one answer.

COMMENTS IN DETAIL ...

"When you decided to visit the exhibition, what did you think you would find here? What did you expect from this exhibition?"

Home Interviews

EXPECTATIONS IN REGARD TO CONTENT (44%)

A photographic survey of human life all over the world: 37%

"An outstanding photo exhibition on human life all over the world."
"I didn't expect one of the usual photo exhibitions, but an extensive show of photographs picturing the ordinary life of people of all nations and of human life itself."
"I expected an extensive and excellent survey of man and his emotions, and of human life presented by photographs. But I didn't think it would be as moving as I've found it to be."
"I didn't expect the exhibition would appeal in such a personal way to the individual. I thought it would just offer an extensive and simple collection of photos showing individual groups of people."
"A unique and outstanding photo show offering especially selected material from countries throughout the world."
"I expected to find a selection of pictures from countries all over the globe."

A typically American show of photographs about the U.S.: 3

"I expected exclusively American photos, illustrating daily events and offering picture stories."
"I thought I would see pictures showing life in America, but I was skeptical as I had had quite a different idea of the United States from the movies I had seen."
"I was somewhat skeptical about this exhibit as I expected the usual photos of pin-up girls."

A presentation of the characteristics common to all men: 4

"As the title says, I expected photos which would prove that the basic characteristics of men are the same all over the world."
"To find what is common in all men, what is uniting all of us. A picture of social and general relations between the big family of man and of nations."
"A documentation of the common characteristics of men."

EXPECTATIONS IN REGARD TO THE TECHNICAL ASPECTS OF PHOTOGRAPHY (35%)

A show of artistic and technically well-done photographs: 35

"I thought to find a mere photographic exhibition showing modern photography."
"I'm a photo amateur and wanted to gain experience and expected an outstanding photographic exhibition, it is true, but without an underlying idea."
"I expected a conventional photographic exhibition composed according to technical viewpoints."
"I had expected to find what photography can do - to catch and convey reality."

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Home Interviews

KNEW UNDERLYING IDEA OF EXHIBIT BEFORE VISIT (14%)

I was informed of the idea behind the exhibition before visiting it: 14

"After I had seen the large catalogue, my only idea was to see the originals."
"American friends of mine had told me all about the exhibition, about its contents and its purpose."
"I had read the review on this exhibition which the 'Sueddeutsche Zeitung' carried and therefore I was informed on what was offered."

NO EXPECTATIONS (11%)

I had no particular notions or expectations: 11

"I had no notion what to expect, I wanted to be overwhelmed by surprise as this exhibition had been so widely advertised."
"Well, I let myself be taken by surprise. It just happened that a friend of mine asked me to come along."
"I didn't expect anything specific, nor had I any definite notions.

NO OPINION (*%)

104%@

* Less than one half of one per cent.
@ Some respondents gave more than one answer.

ALMOST ALL VISITORS LIKED EXHIBIT ...

Ninety-eight per cent of the audience said they liked the showing with the weight of opinion leaning toward 'extremely well' (50%) and 'very well (37%) rather than simply 'well.' Not a single visitor of the exhibit stated that he did not like the show and only a negligible handful (1%) rated it as 'mediocre.'

The rating of the show is even higher among women who seem to be particularly affected by the emotional appeal of the exhibit.

Another illustration of the emotionally stirring influence of the show is the fact that the extreme enthusiasm expressed in the exit interviews (55%) immediately after the overwhelming impression of the exhibit fades slightly after two or three days to a somewhat lessened 'extremely well' rating among the home interviews (47%). Nevertheless, these ratings are the highest ever found for any exhibit including the 1954 atomic exhibit in Berlin.

"Everything considered, how did you like this exhibition?" (CARD)

| | COMBINED SAMPLES (770) | Men (467) | Women (303) | Less educated+ (355) | More educated+ (415) |
|---|---|---|---|---|---|
| Extremely well | 50% | 48% | 55% | 52% | 50% |
| Very well | 37 | 38 | 36 | 39 | 35 |
| Well | 11 | 12 | 9 | 8 | 13 |
| Mediocre | 1 | 1 | * | * | 1 |
| Not so well | - | - | - | - | - |
| Not at all | - | - | - | - | - |
| No opinion | 1 | 1 | * | 1 | 1 |
| | 100% | 100% | 100% | 100% | 100% |

| | Exit Interviews (298) | Home Interviews (472) |
|---|---|---|
| Extremely well | 55% | 47% |
| Very well | 35 | 38 |
| Well | 9 | 13 |
| Mediocre | * | 1 |
| Not so well | - | - |
| Not at all | - | - |
| No opinion | 1 | 1 |
| | 100% | 100% |

* Less than one half of one per cent.

\+ Since the great bulk of the audience has more than elementary schooling 'less educated' has been taken to mean elementary school and secondary school w/o Abitur (diploma). The 'more educated' category includes university training as well as the Abitur which is the necessary degree for continuing studies at the university.

"FAMILY OF MAN" RECEIVED MUCH MORE FAVORABLE APPRAISAL THAN PHOTOGRAPHIC EXHIBITIONS IN GENERAL ...

Comparing responses to the two questions rating the Steichen show and photographic exhibits in general, the "Family of Man" was viewed much more favorably than exhibitions of photographs in general. This is indicated by the finding that the Steichen show was rated 'extremely well' by 50 per cent, while opinions concerning other photographic exhibits were considerably lower.

"Everything considered, how did you like this exhibition?" (CARD)
"Apart from this exhibition, how much do you like photographic exhibitions in general?" (CARD)

| | Steichen Exhibit | Other Photographic Exhibits |
|---|---|---|
| Extremely well | 50% | 14% |
| Very well | 37 | 39 |
| Well | 11 | 26 |
| Mediocre | 1 | 11 |
| Not so well | - | 2 |
| Not at all | - | 1 |
| No opinion | 1 | 7 |
| | 100% | 100% |

When the Steichen exhibit was directly compared by visitors having seen other photographic exhibitions, the great majority of them expressed the opinion that they liked Steichen's exhibit 'very much more' than the other photographic shows they had previously seen.

"How did you like this photographic exhibition here compared to those you've seen before?" (Asked of those having seen other photographic exhibitions during the past twelve months = 24% of home interviewees.)

| | Home Interviews (472) |
|---|---|
| Very much more | 14% |
| Somewhat more | 2 |
| Just as much | 2 |
| Somewhat less | * |
| Very much less | - |
| No opinion | 3 |
| Not comparable | 3 |
| | 24% |

'INTERESTING,' 'APPEALING' AND 'VERY INSTRUCTIVE' ARE THE ATTRIBUTES MOSTLY ASSOCIATED WITH EXHIBIT ...

When the respondents were presented a card with a mixture of favorable and unfavorable attributes which might be expressed about the exhibit -- "interesting," "appealing" and "very instructive" were most frequently chosen (by about 40% or more of the audience). The "high intellectual level" was pointed out by 34% and the "objective" appearance by 30% of the spectators.

"In the following, a few judgments are listed which could be expressed about this exhibition. Which of them expressed your own feelings best?" (CARD)

| | Home Interviews (472) |
|---|---|
| Objective | 30% |
| Trivial | * |
| Too realistic, ugly | 2 |
| Very instructive | 39 |
| Appealing | 40 |
| Onesided in its composition | 3 |
| Interesting | 48 |
| High intellectual level | 34 |
| Impudent | * |
| Boring | * |
| No opinion | 2 |
| | 198%@ |

As the following table shows, the favorable attributes comprise more than 90% of all answers obtained from this question.

| Favorable Attributes — The Exhibit is: | | Unfavorable Attributes — The Exhibit is: | |
|---|---|---|---|
| Interesting | 48% | Onesided in its composition | 3% |
| Appealing | 40 | Too realistic, ugly | 2 |
| Very instructive | 39 | Trivial | * |
| High intellectual level | 34 | Impudent | * |
| Objective | 30 | Boring | * |
| | 191%@ | | 5% |

* Less than one half of one per cent.
@ Some respondents gave more than one answer.

MORE THAN NINE OUT OF TEN WOULD RECOMMEND THE SHOW TO OTHERS ...

Another test of approval is the readiness to recommend the "Family of Man" exhibition to friends, colleagues, etc. On this point the show also does extremely well since almost the whole audience (96%) expressed its willingness to recommend the exhibition to others. Only a negligible 1 per cent would not.

Group comparisons by sex and education reveal no differences, i.e. the favorable response can be found in all audience strata.

"In your opinion, should one recommend to friends, and relatives that they visit this exhibition, or shouldn't one?"

| | COMBINED SAMPLES (770) | Men (467) | Women (303) | Less educated+ (355) | More educated+ (415) |
|---|---|---|---|---|---|
| Yes, recommend | 96% | 96% | 97% | 96% | 95% |
| No, not recommend | 1 | 1 | 1 | 1 | 2 |
| No opinion | 3 | 3 | 2 | 3 | 3 |
| | 100% | 100% | 100% | 100% | 100% |

A minor difference appears when comparing the two samples used. While the "Exit interviews" revealed almost 100% affirmative replies to the inquiry, somewhat fewer visitors from the "Home interviews" express their inclination to recommend the show. Again this is an indication of the previously noted tendency for the spectators to be slightly more enthusiastic in their reactions immediately after viewing the exhibit.

"In your opinion, should one recommend to friends, and relatives that they visit this exhibition, or shouldn't one?"

| | Exit Interviews (298) | Home Interviews (472) |
|---|---|---|
| Yes, recommend | 99% | 94% |
| No, not recommend | 1 | 2 |
| No opinion | * | 4 |
| | 100% | 100% |

* Less than one half of one per cent.

\+ Since the great bulk of the audience has more than elementary schooling 'less educated' has been taken to mean elementary school and secondary school w/o Abitur (diploma). The 'more educated' category includes university training as well as the Abitur which is the necessary degree for continuing studies at the university.

THE UNDERLYING IDEA REPORTED AS MAIN REASON FOR RECOMMENDING THE SHOW TO OTHERS ...

The actual comments given in answer to the question as to why one would recommend the exhibit to friends and relatives are a unique expression of the appreciation of the show. The frequent use of such extremely favorable terms - as "outstanding," "excellent," "unique" and "without precedent" - are only rarely found in audience reactions' studies.

The reasons most frequently reported for recommending the show bring out the underlying idea of the exhibit (65%) and emphasize its stimulating effect on thinking about problems of human life promoting international understanding, inspiring humanitarian feelings, and explaining what is common to all men. These influences are radiated by the well-comprehended underlying idea of the show.

In the same context the educational effects of the exhibit were mentioned by 52 per cent, while another 40 per cent of the visitors pointed out the technical qualities in photographic art.

"In your opinion, should one recommend to friends and relatives that they visit this exhibition, or shouldn't one?"

IF "Yes, recommend":
"Why should one recommend it? What would your friends get out of it?"

Summary Table

| | COMBINED SAMPLES |
|---|---|
| BECAUSE OF ITS UNDERLYING IDEA | (65%) |
| It stimulates people to think about the problems of human life | 26% |
| It promotes international understanding | 12 |
| It inspires people with humanitarian feelings and love for their fellow creatures | 12 |
| It points out what is common to all people | 5 |
| Its general motive and idea is a good one | 10 |
| BECAUSE OF ITS EDUCATIONAL EFFECT | (52%) |
| It is instructive and interesting | 29% |
| It provides an extensive and realistic picture of mankind and human life | 12 |
| It gives an insight into other nations' and other races' way of living | 11 |
| BECAUSE OF ITS TECHNICAL EXCELLENCE | (40%) |
| It is unique, offers technically excellent photographs and should be visited by the greatest possible number of people | 40% |
| BECAUSE OF OTHER REASONS | (10%) |
| NO OPINION | ( 1%) |
| | 168%@ |

@ Some respondents gave more than one answer.

"In your opinion, should one recommend to friends and relatives that they visit this exhibition, or shouldn't one?"

IF "Yes, recommend":
"Why should one recommend it? What would your friends get out of it?"

COMBINED SAMPLES

BECAUSE OF ITS UNDERLYING IDEA (65%)

It stimulates people to think about the problems of human life: 26%

"Because they also would be led to think about human problems as outlined by this exhibition?"
"I believe they would receive so strong an impression that they would be led to contemplate the problems of human life."
"The exhibition has an elevating effect. It is stirring and deeply moving. It's an outstanding experience for open-minded people."
"My friends also wouldn't be able to escape the strong effects of this exhibition. They would be deeply moved. The impressions one gets go directly to one's heart - it would inspire them to contemplate."

It promotes international understanding: 12

"Perhaps they would change their opinions and prejudices about various countries, and promote a better understanding of other nations and races."
"It furthers the idea of friendship between all nations by means of photos! Because it leads the individual visitor towards a better understanding of all his fellow creatures, including those of other races."
"It makes people realize that all nations belong together within the family of man, and it creates a better understanding of other nations. That's important for maintaining peace."

It inspires people with humanitarian feelings and love for their fellow creatures: 12

"It would show the human value and strengthen people's faith in what is good in the world."
"Promotes the spirit of humanity. It makes people see that perhaps we all are to blame for all the misery in the world."
"This exhibition has a social mission. It guides people to act in a truly humanitarian spirit."
"Perhaps my friends would be inspired with the same feelings as I - with love for one's fellow creatures."

It points out what is common to all people: 5

"Because it is good that everybody become conscious of what is common to all peoples and nations."
"Because my relatives and friends would be led to see - as it happened to me - how absurd it is to believe that people of other races and nationalities, of another faith, or living under another governmental system would feel any differently from the way we feel."
"My friends and colleagues could see that people of all nations are basically alike."

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COMBINED SAMPLES

Its general motive and idea is a good one: 10%

"Because of the basic motive which is worth recommending."
"It's such a grand and noble motive, and these ideas should be spread."
"The basic idea is very good and the motive on which it is based must be interesting to everybody."

BECAUSE OF ITS EDUCATIONAL EFFECT (52%)

It is instructive and interesting: 29

"Because it is interesting. It shows many things which were not to be seen before."
"The exhibition is very instructive and should, therefore, be shown wherever it is possible."
"Because the exhibition is really instructive and interesting. It can do no harm to broaden one's outlook."
"Very instructive for such people who want to go down to the bottom of things."

It provides an extensive and realistic picture of mankind and human life: 12

"Because here the naked reality of life is shown providing an excellent picture of mankind."
"Because the exhibition endeavors to give an idea of the impulses of primitive life and to present this idea as impressively as possible."
"By the manifold way of showing human life, the subject 'man' is represented in such an extensive manner that it must appeal to everyone."

It gives an insight into other nations' and other races' way of living: 11

"My friends will get a notion of the living conditions of people on other continents."
"Because it provides an insight into the psychical structure of the people in various countries."
"Because it is a general survey of other nations' daily life, and to see people of all nations and races in all situations of their daily life is something by which everybody could profit."

BECAUSE OF ITS TECHNICAL EXCELLENCE (40%)

It is unique, offers technically excellent photographs and should be visited by the greatest possible number of people:

"One should learn that an expressive message could be conveyed by the art of photography."
"Excellent photos were shown - this proves that photography cannot be called a dead art."
"They would be surprised at the expressiveness of black and white photography."
"They succeed in discovering a new aspect of photography showing the core of human interests by means of photos vividly representing certain situations of human life."
"Because of the very good pictures, the greatest possible number of visitors should see this exhibition. It is worth it."
"Because most people take photographs themselves, this exhibition will teach them that a photo cannot only picture a landscape, but can outline spiritual processes as well."
"This exhibition is really unique."

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COMBINED SAMPLE

BECAUSE OF OTHER REASONS (10%)

"Because many things are shown that cannot be expressed by words."
"As a means of avoiding ulcers."
"For negative reasons: to show my friends what means are being employed to produce certain propagandistic effects."

NO OPINION (1%)

168%@

@ Some respondents gave more than one answer.

Section 2: Appraisal of Details

The exhibit in general was not only extremely favorably received, but also the details of the show - such as arrangement, lighting, text, the pictures and their composition - found overwhelming approval in the eyes of the exhibitions visitors. Not just a majority, but the great bulk of the audience reacted favorably on all questions of this section, even when criticism was particularly encouraged.

OVERWHELMING MAJORITIES INDICATE APPROVAL OF THE TECHNICAL DETAILS ...

When respondents were asked whether they liked or disliked the various technical details of the exhibit, e.g. the composition and arrangement of pictures, their shape and size, the arrangement of the show-rooms and the lighting condition, all were rated very highly. These ratings were even upheld after two or three days when the home interviews took place.

"Reviewing in your mind the physical setup of the exhibition, how did you like the following details?"

Exit Interviews

| | Liked it well | Didn't like it so well | Didn't like it at all | No opinion |
|---|---|---|---|---|
| Composition and arrangement of pictures | 91% | 8% | -% | 1%...100% |
| Shape and size of pictures | 89 | 9 | - | 2 |
| Arrangement of show rooms | 80 | 17 | 1 | 2 |
| Lighting conditions | 78 | 17 | 2 | 3 |
| Other details | 1 | 2 | 3 | 94 |

Home Interviews

| | Liked it well | Didn't like it so well | Didn't like it at all | No opinion |
|---|---|---|---|---|
| Composition and arrangement of pictures | 90% | 8% | *% | 2%...100% |
| Shape and size of pictures | 87 | 12 | 1 | * |
| Arrangement of show rooms | 77 | 18 | 1 | 4 |
| Lighting conditions | 77 | 20 | 1 | 2 |
| Other details | 2 | 4 | 3 | 91 |

* Less than one half of one per cent.

THE PHOTOGRAPHS MOST FREQUENTLY MENTIONED AS PARTICULARLY LIKED ...

In an open-end question situation, in answer to the question as to what they particularly liked about the exhibit, the pictures, generally as well as individually, were reported as liked best by more than half of the audience. This is no surprise since compared with pictures, all other details of the show fade.

The general setup and organization of the exhibit occupy second place in frequency of mentions (40%) and the theme is pointed out by almost 3 out of 10 visitors.

The actual comments again reflect the high regard in which the exhibit is held by its visitors.

"What did you particularly like about the exhibition?"

Summary Table

| | | COMBINED SAMPLES |
|---|---|---|
| Visitors liked: | | |
| THE PHOTOGRAPHS | | (56%) |
| The pictures generally: | | 30% |
| The realism of pictures | 16% | |
| The technical quality of the photographs | 7 | |
| The expressiveness of the pictures and their effect on the spectator | 7 | |
| The pictures individually: | | 26% |
| The pictures of children | 9% | |
| The photographs of colored primitive races | 3 | |
| The pictures reflecting social problems and human misery | 2 | |
| The photographs showing nature, landscapes | 2 | |
| The pictures showing men at work | 1 | |
| Other pictures | 9 | |
| GENERAL ARRANGEMENT AND ORGANIZATION | | (40%) |
| The internal organization - selection and arrangement according to different subjects | | 21% |
| The external organization - exhibition rooms and arrangement of the pictures | | 10 |
| The captions | | 9 |
| THE THEME AND UNDERLYING IDEA | | (27%) |
| The exhibit as a mirror reflecting the life of all races and peoples | | 18 |
| The idea of the equality of all men, and humanism | | 9 |
| I LIKED EVERYTHING | | 4% |
| I LIKED NOTHING | | * |
| OTHER ANSWERS | | 3% |
| NO OPINION/NO ANSWER | | 2% |
| | | 132%@ |

* Less than one half of one per cent.
@ Some respondents gave more than one answer.

COMMENTS IN DETAIL ...

"What did you particularly like about the exhibition?"

| | COMBINED SAMPLES | Exit Interviews | Home Interviews |
|---|---|---|---|
| **THE PHOTOGRAPHS** | | | |
| THE PICTURES GENERALLY: | (30%) | (28%) | (34%) |
| The realism of pictures: | 16% | 15% | 18% |
| "This exhibit shows how life really is. It is a realistic show." "The natural way of publishing pictures of a delicate theme." "The broadmindedness and the realism." "That there is nothing unnatural about these photographs." "That it showed the unadulterated truth, how life really is." | | | |
| The technical quality of the photographs: | 7 | 6 | 9 |
| "As far as the photo technique is concerned, this exhibit is outstanding." "The technical quality of the photographs was excellent. The pictures had the effect of paintings of old masters." "The outstanding technique, the excellent enlargements." "This exhibit is a masterpiece of photography." | | | |
| The expressiveness of the pictures and their effect on the spectator: | 7 | 7 | 7 |
| "The photographs are very expressive, some are even dramatic." "The photos of human faces showing all kinds of expression." "That many pictures made me think." "Some pictures were unforgettable." | | | |
| THE PICTURE INDIVIDUALLY: | (26%) | (24%) | (26%) |
| The pictures of children: | 9 | 7 | 10 |
| "I particularly liked the pictures presenting playing or dancing children." "All photos representing children." "Portraits and other photos of children." "The pictures showing children - they are so natural." | | | |
| The photographs of colored primitive races: | 3 | 4 | 2 |
| "The pictures showing the natural grace of primitive peoples." "Pictures of colored people." "The Negro woman with the two children closely pressing themselves to their mother." | | | |

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| | COMBINED SAMPLES | Exit Interviews | Home Interviews |
|---|---|---|---|
| The pictures reflecting social problems and human misery: | 2% | 3% | 1% |
| "That the social problems of the individual peoples were shown." "The pictures showing starving people." "The pictures expressing misery and poverty." | | | |
| The photographs showing nature, landscapes: | 2 | 1 | 2 |
| "The wonderful pictures of nature." "The huge panoramas." "The picture showing the universe with the mythological caption." | | | |
| The pictures showing men at work: | 1 | 1 | 2 |
| "The photographs showing men doing heavy industrial work." "The pictures made it clear that men must work regardless of the social class to which they belong." "The pictures illustrating men at hard work." | | | |
| Other pictures: | 9 | 8 | 9 |
| "The confrontation of four pictures showing family life was especially well-done." "The blind guitar-player, the orchestra, the piano-player, these pictures are simply overwhelming." "All pictures showing mother and child." | | | |
| GENERAL ARRANGEMENT AND ORGANIZATION | | | |
| The internal organization and arrangement according to different subjects: | 21 | 22 | 20 |
| "The arrangement according to themes reflecting the basic questions of human life." "That the pictures were arranged according to certain mottos thus making them easier to understand." "The clear arrangement, the representation of the whole of life - birth, growing up, death." "The selection and the logical arrangement of the photographs." "The division into different, logical groups." "The clever arrangement to show positive and negative situations alternately." | | | |

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| | COMBINED SAMPLES | Exit Interviews | Home Interviews |
|---|---|---|---|
| The external organization - exhibition rooms and arrangement of the pictures: | 10% | 11% | 8% |
| "They made good use of the rooms at hand if you think of the Picasso exhibition." | | | |
| "The pictures were cleverly arranged on the walls. Furthermore, I appreciated having the photographs fixed on screens, not on paper sheets." | | | |
| "That they fixed small-sized photos into large pictures." | | | |
| "The fact that the photographs had different sizes, thus making the exhibition vivid and expressive." | | | |
| The captions: | 9 | 10 | 7 |
| "The text was sparingly used, but nevertheless hit the point." | | | |
| "I particularly liked the captions to the pictures." | | | |
| "The carefully selected text. It was not one-sidedly taken from Christian but also from non-Christian philosophers." | | | |
| "The accompanying text considerably contributed to the profound effect of this exhibit." | | | |
| **THE THEME AND UNDERLYING IDEA** | | | |
| The exhibit as a mirror reflecting the life of all races and peoples: | 18 | 14 | 22 |
| "It was a successful attempt to show human life from all angles." | | | |
| "The theme of this exhibit covers the life of men in all countries." | | | |
| "These pictures presented the life of all peoples in a wonderful way." | | | |
| "That everything that can happen in human life is shown in this exhibition." | | | |
| "It presented a review of human life in all its phases and of all peoples." | | | |
| The idea of the equality of all men and humanism: | 9 | 10 | 8 |
| "This exhibition helped to strengthen the feeling that all people are equal." | | | |
| "This exhibition showed us that men must develop more understanding for each other." | | | |
| "No differences were made between civilized and primitive races." | | | |
| "I liked the idea of solidarity that was expressed by this exhibit." | | | |
| "The pictures express love for mankind, and show that men are good by nature." | | | |

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| (Cont'd from preceding page) | COMBINED SAMPLES | Interviews | Interviews |
|---|---|---|---|
| I LIKED EVERYTHING: | 4% | 4% | 4% |
| "It would be unjust to praise some particular photos." | | | |
| "The whole exhibition." | | | |
| "They did a good job." | | | |
| I LIKED NOTHING: | * | * | * |
| OTHER ANSWERS: | 3 | 4 | 3 |
| "The theme - it convincingly shows that life is worth living." | | | |
| "The pictures showing men and their relation to the living and not-living world." | | | |
| "The courage to publish such pictures." | | | |
| NO OPINION/NO ANSWER: | 2 | 4 | 1 |
| | 132%@ | 131%@ | 133%@ |

* Less than one half of one per cent.
@ Some respondents mentioned more than one detail they liked.

OVER HALF OF THE AUDIENCE HAVE NO CRITICISM TO OFFER ...

When queried as to what they did not like about the exhibit, over half either replied they "liked everything" (47%) or had nothing to say (10%). All aspects of the show come in for some criticism, however, even though expressed by minorities. Least criticized appears to be the presentation of the theme (8%). The general arrangement and the pictures receive almost equal criticism by the audience (21% and 18% respectively.)

Disliked most among these main aspects of the Steichen show are a) the physical setup and inappropriate captions (within the general arrangement of the exhibit); b) the indiscreet depiction of intimate spheres of life (among criticisms in regard to the photographs) and c) the incomplete presentation and/or omission of individual areas of life (in the interpretation of the theme).

"And is there anything about the exhibition which you did not like? We are interested in any criticism."

Summary Table

| | COMBINED SAMPLES |
|---|---|
| Visitors disliked: | |
| GENERAL ARRANGEMENT AND ORGANIZATION OF THE EXHIBIT | (21%) |
| Physical setup - exhibition rooms and technical details | 7% |
| Inappropriate captions and too meager text | 6 |
| Internal organization - selection and composition of pictures | 4 |
| Presentation of pictures - arrangements, fixing, number and size, etc | 4 |
| THE PHOTOGRAPHS | (18%) |
| The indiscreet depiction of intimate spheres of life | 6 |
| Unsatisfactory quality and negative effect of some pictures | 5 |
| The presentation of Germany in an unfavorable light | 3 |
| The style of the pictures | 2 |
| Technical deficiencies, absence of color-photos | 2 |
| THE INTERPRETATION OF THE THEME | ( 8%) |
| Incomplete presentation or omission of individual areas of life | 4 |
| Overemphasizing the negative sides of man and of life (too pessimistic view) | 2 |
| Overemphasizing the positive sides of man and of life (too optimistic view) | 2 |
| OTHER CRITICISMS | ( 2%) |
| EVERYTHING LIKED | (47%) |
| NO OPINION | (10%) |
| | 106%@ |

@ Some respondents criticized more than one detail.

COMMENTS IN DETAIL ...

"And is there anything about the exhibition which you did not like? We are interested in any criticism."

| | COMBINED SAMPLES | Exit Interviews | Home Interviews |
|---|---|---|---|
| **GENERAL ARRANGEMENT AND ORGANIZATION OF THE EXHIBIT** | | | |
| Physical setup - exhibition rooms and technical details: | 7% | 10% | 5% |
| "The rooms could even be larger and more ample and comfortable seating accomodations should be provided. Also the signs guiding visitors through the exhibition were unsatisfactory, they could have done a better job in this respect." | | | |
| "Somehow it detracts from the overall impression that the exhibition space is divided into two rooms." | | | |
| "Perhaps the rooms could have been arranged so as to have a more cheerful note." | | | |
| "In some places the lighting was poor, especially during the waning afternoon hours." | | | |
| "What I disliked about the exhibition was that it was so cold in the exhibition rooms. They were unheated." | | | |
| "The fact that one couldn't buy the large catalogues right there." | | | |
| Inappropriate captions and too meager text: | 6 | 7 | 6 |
| "I wasn't quite pleased by the texts which I think were too full of pathos." | | | |
| "Some of the aphorisms weren't quite suitable as captions for photos." | | | |
| "It was a pity that one couldn't read the names beneath the pictures, I mean, who the photographer was and where he had snapped the picture." | | | |
| "It would have been a good idea to give some information on technical details. I mean what camera was used, lens opening, exposure, and things like that." | | | |
| "I think it would have been a good thing to give explanations for the individual pictures." | | | |
| Internal organization - selection and composition of pictures: | 4 | 4 | 4 |
| "There were some pictures which had nothing whatever to do with the theme of the exhibition." | | | |
| "The logical order of the pictures could have been better, pictures of birth and death, for instance, could have been juxtaposed." | | | |
| "There was no clear trend in the composition." | | | |
| "Some pictures, the flute player, for instance, are shown too often." | | | |

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| | COMBINED SAMPLES | Exit Interviews | Home Interviews |
|---|---|---|---|
| Presentation of pictures - arrangements, fixing, number and size, etc: | 4% | 4% | 3% |

"In some instances several pictures were hung one above the other. I think that didn't look too nice."
"The pictures are put up too closely together."
"I think the size of some pictures was poorly chosen."
"The number of pictures shown was too great. Visitors lost track of the overall trend."

## THE PHOTOGRAPHS

| | | | |
|---|---|---|---|
| The indiscreet depiction of intimate spheres of life: | 6 | 6 | 6 |

"With some pictures they invaded the private and most intimate spheres of life too deeply."
"Some of the things shown were too naked and and indiscreet. I'm talking of the so-called love scenes."
"As to the theme 'love', they write sex with capital letters. That's why this exhibition isn't especially suited for the younger generation."
"Not all of those pictures showing young lovers are suitable fare for adolescents."

| | | | |
|---|---|---|---|
| Unsatisfactory quality and negative effect of some pictures: | 5 | 4 | 5 |

"The picture photographed by Irving Penn 'Mother with Child' was ridiculous, and his picture of 'A seated girl' was altogether expressionless."
"I didn't like the pictures illustrating the commonplace pleasures of the crowds."
"Some pictures are too ugly."

| | | | |
|---|---|---|---|
| The presentation of Germany in an unfavorable light: | 3 | 3 | 4 |

"They showed pictures of Germany which are anything but complimentary. Probably they are exaggerated."
"There was one feature of the exhibition which I didn't like. That is, that they showed a picture of Warsaw, of Jewish inhabitants and of members of the armed SS, while refraining from showing atrocities committed by other nations."
"They shouldn't have only shown a picture of Germans guarding prisoners. Things like that happen in other countries also."

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| (Cont'd from preceding page) | COMBINED SAMPLES | Exit Interviews | Home Interviews |
|---|---|---|---|
| The style of the pictures: | 2% | 2% | 3% |
| "Some things were done exclusively to suit the American taste." "The often typically American and rather petit-bourgeois spirit reflected by the pictures." | | | |
| Technical deficiencies, absence of color-photos: | 2 | 1 | 2 |
| "Some pictures showing objects in motion were blurred." "The pictures of children shown towards the end were rather poorly focused." "Why are there no color photos? - Maybe they would have expressed some motifs more powerfully." | | | |
| THE INTERPRETATION OF THE THEME | | | |
| Incomplete presentation or omission of individual areas of life: | 4 | 4 | 4 |
| "The forms of industrial labor, such as assembly-line work, were very much neglected. Also war and its consequences for man were consciously omitted." "Perhaps pictures of the blind and their activities could also have been included in the exhibition." "The theme of man and animal, especially his relationship to domestic animals, was not adequately treated." "Photos depicting death were one-sided and also not enough scope was afforded to this motif." | | | |
| Overemphasizing the negative sides of man and of life (too pessimistic view): | 2 | 2 | 2 |
| "Human misery was overly stressed and the danger of a new war was overemphasized." "I didn't like the overly realistic method of presentation; sorrow and misery were the prevailing themes." "The gay vein in man didn't find full expression. What I thought was a weak point, above all, was that more space was not devoted to demonstrating the kindness of which man is capable. | | | |
| Overemphasizing the positive sides of man and of life (too optimistic view): | 2 | 2 | 1 |
| "Joy and sorrow aren't balanced in life, after all. Too optimistic a picture was presented. One could have achieved even more by striking a more pessimistic note." "There were too many pictures showing gay scenes. Presenting fewer of them would have been better." "They should point out with even greater emphasis the misery that exists in the world." | | | |

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| (Cont'd from preceding page) | COMBINED SAMPLES | Exit Interviews | Home Interviews |
|---|---|---|---|
| OTHER CRITICISMS | 2% | 1% | 3% |
| "A thing that displeased me was that too few pictures by Russian, German and Italian photographers were included in the exhibition." "I didn't like the attempt to present the people of this world as alike in all things." "The snobbism of some of the more well-to-do visitors displeased me." | | | |
| EVERYTHING LIKED | 47 | 47 | 47 |
| "I cannot think of anything to criticize. Every single picture has a meaning and appeals to you." "Even after thinking over your question for quite a while, I didn't detect any deficiencies." "I didn't find any fault with the exhibition, for me visiting it was a unique experience." "No, everything was just grand." | | | |
| NO OPINION/NO ANSWER | 10 106%@ | 9 106%@ | 11 106%@ |

@ Some respondents criticized more than one detail.

Section 2a: The Text

Although the pictures are the main medium of the exhibit, the text of the accompanying captions play an important role in understanding what is seen and transmitting the message of the exhibit.

Captions were used sparingly, but they were judiciously selected and proved to be effective - judging by the reactions of the audience.

MOST VISITORS CONSIDER THE TEXT AS HEIGHTENING THE EFFECT OF THE PICTURES ...

Only a negligible 4 per cent feel that the captions lessened the effect of the photographs. This view is held by all audience groups.

"And how about the captions? Did the text, in your opinion, heighten or lessen the effect of the pictures, or would the effect of the pictures have been the same without captions?"

| | COMBINED SAMPLES (770) | Men (467) | Women (303) | Less educated+ (355) | More educated+ (415) |
|---|---|---|---|---|---|
| Heighten the effect | 78% | 76% | 81% | 82% | 74% |
| Lessened effect | 4 | 4 | 3 | 3 | 4 |
| Effect would have been the same | 16 | 18 | 14 | 13 | 20 |
| No opinion | 2 | 2 | 2 | 2 | 2 |
| | 100% | 100% | 100% | 100% | 100% |

| | Exit Interviews (298) | Home Interviews (472) |
|---|---|---|
| Heighten effect | 79% | 77% |
| Lessened effect | 3 | 4 |
| Effect would have been the same | 16 | 17 |
| No opinion | 2 | 2 |
| | 100% | 100% |

GREAT MAJORITY SATISFIED WITH AMOUNT OF PRESENTED TEXT ...

When it comes to the question whether one should have used more or less accompanying text in presentation of the pictures, 7 out of 10 say - "the text was just right" thus expressing satisfaction with the extent to which captions and verbal explanations were used in the exhibit.

Just under one tenth would have liked the complete omission of the text and 3 per cent think less text would have been better.

+ Since the great bulk of the audience has more than elementary schooling 'less educated' has been taken to mean elementary school and secondary school w/o Abitur (diploma). The 'more educated' category includes university training as well as the Abitur which is necessary degree for continuing studies at the university.

There is, however, a sizable proportion of the audience which desired more text - 19 per cent among the exit interviews and somewhat less (14%) among the home interviews. This is somewhat in line with everyday experience since the readers of magazines and periodicals are used to extensive captions explaining every single picture.

However, the small, and - strictly speaking - statistically insignificant difference between the two samples (the interviews immediately after the visit and those conducted two or three days later) shows a decreased demand for more text after a time lapse.

This suggests the possibility that with the passage of time, the message of the Steichen show becomes clearer and the desire for more explanatory captions decreases.

"Should one perhaps have used more or less text? Should it have been omitted altogether, or was it just right?"

| | COMBINED SAMPLES (779) | Exit Interviews (298) | Home Interviews (472) |
|---|---|---|---|
| More text | 16% | 19% | 14% |
| Less text | 3 | 3 | 3 |
| Omit text altogether | 8 | 7 | 8 |
| Text was just right | 70 | 68 | 72 |
| No opinion | 3 | 3 | 3 |
| | 100% | 100% | 100% |

Section 2b: The Pictures

Of course, the photographs were the hard core of the "Family of Man" exhibit. Put under scrutiny in this section are answers to the questions concerning 1- the extent to which the pictures were a) natural and comprehensive; b) well-selected; c) shown in the right amount; and 2- which of the individual photographs produced the strongest impression (in a favorable or unfavorable way).

MORE THAN NINE OUT OF TEN SPECTATORS CONSIDER THE PHOTOGRAPHS NATURAL AND COMPREHENSIVE ...

Only a handful of the audience feels that the pictures are unnatural and show only exceptional cases. On the other hand, 94 per cent think the photos convey a comprehensive and objective image of men and human life.

"Visiting the exhibition, did you gain the impression that the photos convey a natural and comprehensive image of man and human life, or are the picture, in your opinion, unnatural and only show exceptional cases?"

| | Home Interviews |
|---|---|
| Natural, comprehensive | 94% |
| Unnatural, exceptional cases | 3 |
| No opinion | 3 |
| | 100% |

OVER NINE-TENTHS FEELS PICTURES ARE WELL-SELECTED FOR THEME ...

Again more than 9 out of 10 visitors say that the pictures were well-selected with a view to the theme of the exhibition.

"How about the selection of the pictures? - Were they well-selected with a view to the theme of the exhibition, not so well or poorly selected?"

| | Home Interviews |
|---|---|
| Well-selected | 94% |
| Not so well selected | 4 |
| Poorly selected | * |
| No opinion | 2 |
| | 100% |

* Less than one half of one per cent.

AND GREAT BULK OF THE AUDIENCE EXPRESS APPROVAL OF THE NUMBER OF PICTURES PRESENTED ...

Equal proportions of the audience desired more (10%) and less pictures (11%). The great majority of visitors however (77%), hold the opinion that the number of pictures shown was just right.

"In your opinion, were too many or too few pictures shown at this exhibition? Or was the number of pictures just right?"

| | Home Interviews |
|---|---|
| Too many | 11% |
| Too few | 10 |
| Just right | 77 |
| No opinion | 2 |
| | 100% |

PHOTOGRAPHS PRODUCING THE STRONGEST IMPRESSION ...

In answering the question of which individual pictures produced the strongest impression on the audience, a two-folded procedure of content analysis was employed. Namely, grouping the responses by (a) content categories of the pictures and (b) individual photographs. Since more than 200 pictures were mentioned in answer to this question, only the five most frequently reported content groups and single pictures are presented in the main body of the report. The complete lists can be found in Appendix "A".

CHILDREN AS PICTURE CONTENT MOST IMPRESSIVE ...

The type of picture most frequently recorded (40%) as producing the strongest impression were children. This was especially true among those interviewed immediately after the show (45%). Second in frequency among the picture content groups appears the subject of pregnancy and childbirth (27%). This category received a higher vote among the home interviews than it did in the exit interviewing, suggesting a somewhat longer lasting effect. The subject of the creation of the world occupies third place.

"Which of the individual pictures produced the strongest impression on you? Would you briefly describe these pictures?"

| | Strongest Impression | | |
|---|---|---|---|
| | COMBINED SAMPLES (770) | Exit Interviews (298) | Home Interviews (472) |
| Most impressive groups of pictures: | | | |
| Children, children at play | 40% | 45% | 35% |
| Pictures of pregnancy and birth | 26 | 22 | 30 |
| Pictures of the creation of the world | 22 | 21 | 23 |
| Picture of men at work | 20 | 16 | 23 |
| Pictures of mother and child | 15 | 16 | 15 |

PHOTO OF ATOM BOMB EXPLOSION CREATES STRONGEST IMPRESSION AMONG THE INDIVIDUAL PICTURES ...

There are actually three individual pictures leaving particularly strong impressions on the audience. They are, in order, (1) the explosion of an A-Bomb demonstrating with deadly magnificence the destructive power of man, (2) the series of six pictures of children playing cards - by Ruth Orkin - which catches three children in a carefree moment of play, and already revealing the character traits of their future adult roles - and (3) the picture of light over the water - by Wynn Bullock - presenting a pictorial image of the genesis of the world.

While the picture of the A-Bomb has a slight edge over the others, the "children playing cards" and "light over the water" receive about an equal amount of votes.

| | Strongest Impression | | |
|---|---|---|---|
| | COMBINED SAMPLES | Exit Interviews | Home Interviews |
| Most impressive individual pictures: | | | |
| Explosion of A-Bomb | 13% | 17% | 11% |
| Children playing cards (USA, Ruth Orkin) | 11 | 13 | 8 |
| The picture of light over the water - at the entrance (USA, Wynn Bullock) | 10 | 10 | 10 |
| Warsaw Ghetto (German photographer) | 10 | 8 | 12 |
| Child with soap-bubble (USA, Hili) | 8 | 8 | 8 |
| Two small children in a forest (USA, W. Eugene Smith) | 7 | 8 | 5 |

Also noteworthy is the finding that the picture of the Warsaw Ghetto follows the three preceeding pictures in impressiveness. This picture also seems to have a more lasting effect, since it is mentioned by a slightly higher percentage in the home interviews than in the exit sample.

CHILDREN AS SUBJECTS PRODUCED ALSO HIGHEST FAVORABLE IMPRESSION ...

Photographs utilizing children as subject -matter are liked best, whether as a general type or as individual pictures. Pictures of the creation of the world, of men at work and of people at play - drinking, dancing, laughing - follow considerably behind those of children in liking.

Three out of the five individual pictures creating the most favorable impression dealt with children (first, third and fourth place). The picture of the world's genesis takes second place and the laughing audience of good people enjoying a show appears in fifth place.

"Which of the individual pictures produced the strongest impression on you? Would you briefly describe these pictures? Was this impression favorable or unfavorable? Which pictures impressed you most favorably?"

| | Strongest Favorable Impression | | |
|---|---|---|---|
| | COMBINED SAMPLES | Exit Interviews | Home Interviews |
| Most liked groups of pictures: | | | |
| Pictures of children at play | 39% | 44% | 34% |
| Pictures of the creation of the world | 22 | 21 | 23 |
| Pictures of men at work | 18 | 14 | 21 |
| Pictures of people at play, drinking and laughing | 14 | 13 | 14 |
| Pictures of mother and child | 13 | 14 | 13 |

| | Strongest Favorable Impression | | |
|---|---|---|---|
| | COMBINED SAMPLES | Exit Interviews | Home Interviews |
| Most liked individual pictures: | | | |
| Children playing cards (USA, Ruth Orkin) | 11% | 13% | 8% |
| The picture of light over the water - at the entrance (USA, Wynn Bullock) | 10 | 10 | 10 |
| Child with the soap-bubble (USA, Mili) | 8 | 8 | 8 |
| Two small children in a forest (USA, W. Eugene Smith) | 7 | 8 | 5 |
| Laughing audience at a show (USA, Arthur Whitman) | 5 | 4 | 5 |

SUBJECT OF PREGNANCY AND BIRTH - AS A MORAL TABOO - PRODUCED MOST UNFAVORABLE IMPRESSION ...

The audience reacted most sharply to pictures of childbirth and pregnancy. Also the subjects of war, cruelty and inhumanity apparently created uneasy feelings.

"Which pictures impressed you most unfavorably? Would you briefly describe these also?"

| | Strongest Unfavorable Impression | | |
|---|---|---|---|
| | COMBINED SAMPLES | Exit Interviews | Home Interviews |
| Least liked groups of pictures: | | | |
| Pictures of pregnancy and birth | 13% | 10% | 16% |
| Pictures of war (atomic explosion) | 8 | 9 | 7 |
| Pictures of cruelty, inhumanity, brutality | 7 | 7 | 8 |
| Pictures of dances | 3 | 3 | 2 |
| Pictures of hunger, misery, poverty | 2 | 2 | 1 |

THE "WARSAW GHETTO" AND "A-BOMB EXPLOSION" PRODUCED GREATEST ADVERSE REACTIONS ...

When asked which individual picture impressed them unfavorably, the two photographs named above ranked highest.

| Least liked individual pictures: | Strongest Unfavorable Impression COMBINED SAMPLES | Exit Interviews | Home Interviews |
|---|---|---|---|
| Warsaw Ghetto (Germany, photographer unknown) | 7% | 7% | 8% |
| Explosion of A-Bomb | 7 | 8 | 7 |
| Woman at the roulette table (Puerto Rico, Gordon Parks) | 1 | * | 3 |
| Boy with satchel in bomb-damaged city (Germany, Otto Hagel) | 1 | 1 | * |
| Careworn woman taking a bite (Holland, Cas Oorthuys) | * | * | * |

FAVORABLE IMPRESSIONS MORE OFTEN MENTIONED THAN UNFAVORABLE ONES ...

Comparing the total number of responses mentioning pictures with favorable and unfavorable impressions, considerably more photos were named as producing favorable reactions than were named as creating adverse impressions.

| | COMBINED SAMPLES | Exit Interviews | Home Interviews |
|---|---|---|---|
| Mentioned pictures producing favorable impressions | 222% | 213% | 227% |
| Mentioned pictures producing unfavorable impressions | 56% | 52% | 62% |

Utilizing a different approach, it was found that about three quarters of the audience, were able only to name pictures which impressed them in a positive way - as the following table shows. Among another 15 per cent - while mentioning several pictures with different impressions of each - the favorable reactions prevailed.

"Which of the individual pictures produced the strongest impression on you? Would you briefly describe these pictures?"

"Which pictures impressed you most unfavorably?"

"Which pictures impressed you most favorably?"

| | COMBINED SAMPLES | Exit Interviews | Home Interviews |
|---|---|---|---|
| Respondent calls all mentioned pictures good | 76% | 77% | 75% |
| Respondent calls mentioned pictures partly good/partly bad, but good prevails | 15 | 13 | 18 |
| Respondent calls mentioned pictures partly good/partly bad, both qualifications equally frequent | 2 | 1 | 3 |
| Respondent calls mentioned pictures partly good/partly bad, but bad prevails | 2 | 2 | 2 |
| Respondent calls all pictures bad | 1 | 1 | * |
| No opinion/No answer | 4 | 6 | 2 |
| | 100% | 100% | 100% |

* Less than one half of one per cent.

As the analysis of the following inquiry shows, "war" and "Third Reich" associations, as well as pictures reaching into the intimate spheres of life are the ones considered most objectionable and disturbing.

ABOUT THREE IN TEN ACTUALLY OBJECT TO THE SHOWING OF SOME PICTURES ...

Although nearly half of the audience (46%) feels that all pictures were essential and entirely fit to be shown (some even stressing their opinion by saying that all pictures had to be presented in this way in order to have the most overwhelming effect on people due to their striking reality) there is a sizable proportion of the audience having objections against the showing of some pictures. In the reasons given for not showing these certain pictures, the visitors mainly take issue with the shocking realism of the photographs by pointing out that they depict too intimate spheres of human life and are unsuitable for showing to young people.

Among those 25 per cent of "undecided" respondents, there probably are a number so inhibited as to be unable to express their resentment against pictures penetrating into taboo spheres such as sex, love and other intimate moments in human life. It might also be that to some of these people the picture of the Warsaw Ghetto represents a taboo in the realm of national life.

"Are there any pictures which, in your opinion, shouldn't have been shown at this exhibition?"

| | Home Interviews |
|---|---|
| Yes, there are some | 29% |
| No, there are not | 46 |
| No opinion | 25 |
| | 100% |

PICTURES TOUCHING TABOOS RECEIVE HIGHEST DISAPPROVAL ...

About a fifth of the audience (18%) express disapproval of pictures touching traditional taboos, such as childbirth, pregnancy, sex, and love. Another tenth of the spectators resent photographs dealing with the Warsaw Ghetto, with war, soldiers and political terror which awaken - in view of recent history - particularly German sensitivities. The first presents a psychological refusal to face the facts of life and the second represents resentment at the reminder of the black marks in German history from 1933 to 1945. (The complete codes with illustrations for the rejected pictures and reasons are presented in Appendix "A").

"Are there any pictures which, in your opinion, shouldn't have been shown at this exhibition? Which pictures do you have in mind?)"

IF "Yes":
"Why do you think they shouldn't have been shown?"

| | Home Interviews |
|---|---|
| THE PICTURES OF CHILD-BIRTH AND OF PREGNANT AND NURSING WOMEN | 14% |
| Why shouldn't they have been shown? | |
| Depict too intimate spheres of human life | 5% |
| Unsuitable to be shown to young people | 4 |
| Too realistic and shocking | 2 |
| Not nice | * |
| Other reasons | 3 |
| | 14% |
| THE PICTURES OF YOUNG COUPLES IN LOVE | 4% |
| Why shouldn't they have been shown? | |
| Depict too intimate spheres of human life | 2% |
| Unsuitable to be shown to young people | 1 |
| Other reasons | 1 |
| | 4% |
| THE PICTURE OF THE GHETTO IN WARSAW | 6% |
| Why shouldn't it have shown? | |
| Onesidedly anti-German | 4% |
| Defeat the exhibitions' purpose of promoting international friendship | 1 |
| Other reasons | 1 |
| | 6% |

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| | Home Interviews | |
|---|---|---|
| THE PICTURES OF WAR, SOLDIERS AND POLITICAL TERROR | | 3% |
| Why shouldn't they have been shown? | | |
| Too realistic, not nice, trite | 1% | |
| Defeat the exhibitions' purpose of promoting international friendship, are one-sidedly anti-German | 1 | |
| Other reasons | 1 | |
| No reasons | * | |
| | 3% | |
| THE PICTURES SHOWING PEOPLE DANCING | | 2% |
| Why shouldn't they have been shown? | | |
| Depict too intimate spheres of human life; unsuitable for an exhibition | 1% | |
| Other reasons/No reasons | 1 | |
| | 2% | |
| OTHER PICTURES | | 6% |
| Why shouldn't they have been shown? | | |
| Unsuitable for an exhibition | 1% | |
| Insignificant, trite | 1 | |
| Other reasons | 3 | |
| No reasons | 1 | |
| | 6% | |
| | | 35%@ |

* Less than one half of one per cent.
@ Some respondents gave more than one answer.

## III. The Theme

From the viewpoint of the United States Information Agency, the success of the "Family of Man" exhibition can only be gauged by the extent to which it contributes to achieving the U.S.I.S. objectives in Germany, i.e. whether or not the Steichen show explained America and its ideals to the German public and therefore created more favorable attitudes towards the United States. Of course, such a test must in large part await the passage of time and is admittedly more conclusively based upon actions than words. Nevertheless, the inquiries reported upon in this chapter are designed to apply such a test in a limited way and answer the questions of concern to U.S.I.S. policy-making personnel.

The three sections of this chapter are all concerned with the theme and underlying idea of the Steichen exhibit: (1) its comprehension and impact; (2) the role of the United States in it; and (3) fundamental attitudes and biases towards the theme.

### Section 1: Comprehension and Impact of Theme

The theme of the Steichen show expressed in the term "We all - the Family of Man" was to demonstrate the common needs and emotions which are the unifying elements in our everyday life, wherever men live, and to convey to every citizen of the world the pictorial message about the essential "oneness" of mankind throughout the world. Through this underlying idea the exhibit was supposed to stimulate thinking about our fellowmen, to awaken understanding for other people and to promote humaneness and friendship between all nations and races.

#### ONLY VERY FEW THINK EXHIBITION IS SIMPLY A PHOTO SHOW ...

When asked whether the exhibit had some other objectives beyond that of a photo show, that is, a display of photographic masterpieces, about 9 out of 10 in the audience replied in the affirmative. The more educated, i.e. people with university training, seem to be slightly more aware of these other objectives than their counterparts.

> "In your opinion, is this exhibition to be construed as simply a photo show, that is, a display of photographic masterpieces, or does it have some other objectives beyond this?"

| | COMBINED SAMPLES (770) | Men (467) | Women (303) | Less educated+ (355) | More educated+ (415) |
|---|---|---|---|---|---|
| Simply a photo show | 6% | 5% | 7% | 9% | 3% |
| Has some other objectives | 93 | 93 | 92 | 89 | 96 |
| No opinion | 1 | 2 | 1 | 2 | 1 |
| | 100% | 100% | 100% | 100% | 100% |

\+ Since the great bulk of the audience has more than elementary schooling 'less educated' has been taken to mean elementary school and secondary school w/o Abitur (diploma). The 'more educated' category includes university training as well as the Abitur which is the necessary degree for continuing studies at the university.

GREAT MAJORITY GIVES CORRECT DEFINITION OF EXHIBIT'S OBJECTIVE ...

Approximately seven out of ten visitors were able to name the objectives of the Steichen show correctly. The rightly reported definitions cluster around the ethical values of the exhibit. Respondents were considered only partly right if in naming the objectives of the show they pointed to its informational nature, while those considered as absolutely wrong thought exclusively of propaganda objectives.

"In your opinion, is this exhibition to be construed as simply a photo show, that is, a display of photographic masterpieces, or does it have some other objective beyond this?"

IF "Has some other objective":
"In your opinion, what objective does the exhibition have?"

Summary Table

| | COMBINED SAMPLES |
|---|---|
| CORRECTLY NAMED OBJECTIVES (Ethical Objectives) | (71%) |
| To promote friendship between all peoples and races | 22% |
| To illustrate the common and unifying elements in the life of all peoples | 22 |
| To appeal to people to show humaneness | 12 |
| To awaken understanding for other peoples | 8 |
| To demonstrate that humanity forms one large family of man | 7 |
| PARTLY CORRECT OBJECTIVES (Informational Objectives) | (31%) |
| To depict human life | 21 |
| To furnish information and enlightenment in general | 5 |
| To enlighten people about social conditions throughout the world | 2 |
| Other answers | 3 |
| INCORRECTLY NAMED OBJECTIVES (Propaganda Objectives) | ( 2%) |
| To make propaganda for the United States | 1 |
| To propagandize democracy | 1 |
| NO OPINION | ( 2%) |
| | 106%@ |

@ Some respondents gave more than one answer.

COMMENTS IN DETAIL ...

"In your opinion, is this exhibition to be construed as simply a photo show, that is, a display of photographic masterpieces, or does it have some other objective beyond this?"

IF "Has some other objective":
"In your opinion, what objective does the exhibition have?"

| | Home Interviews |
|---|---|
| CORRECTLY NAMED OBJECTIVES | (71%) |
| To promote friendship between all peoples and races: | 22% |

"The idea behind this exhibition is to promote friendship between all nations."
"The objective of this exhibition is to promote international friendship. Whether people belong to the yellow race, the white or the black race, a bond of compassion should unite them all, and nothing should separate them."
"It is meant to educate people, to appeal to them to live together with all other nations in peace and friendship."
"The idea is to promote conciliation between all peoples."
"The objective is to further pacifistic and unifying tendencies on a world-wide basis."
"It's a contribution towards consolidating peace and promoting friendship between all nations."

| | |
|---|---|
| To illustrate the common and unifying elements in the life of all peoples: | 22 |

"To demonstrate that everyday life, work, lovemaking and sorrow are the same with all peoples."
"To demonstrate that, although the world is large and all nations have distinguishing characteristics, life is basically the same everywhere."
"To make people understand that the family of man, which includes all nations and races, shares a common fate."
"To emphasize the similarities and common traits of the members of all nations."
"The idea is to make the mass of people understand that the differences between the members of individual nations aren't so great, after all."

| | |
|---|---|
| To appeal to people to show humaneness: | 12 |

"The idea behind the exhibition is unmistakable. It's an appeal to all men to show kindness towards each other."
"It's meant to arouse people and make them understand that they are about to destroy the Holy Grail of life."
"Brotherliness as a component of human relations between nations is to be emphasized."
"To bolster life in man or to reawaken faith in the individual."
"The object is to further humaneness once more, as in times of war this quality often is lost."

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| | Home Interviews |
|---|---|
| To awaken understanding for other peoples: | 8% |
| "Photography is only a means towards an end, and that is, to furnish a clearer insight into the life of the community of man beyond racial barriers." | |
| "To furnish a more profound insight into the life of other peoples." | |
| "To affect human comprehension of all peoples and races is considered necessary." | |
| "The idea is to help people attain a keener understanding of all other reaces and peoples." | |
| To demonstrate that hunanity forms one large family of man: | 7 |
| "The title of the exhibition 'Family of Man' expresses the underlying idea clearly." | |
| "The title reveals the objective: humanity forms one large family of man in spite of political frontiers, that message was to be conveyed." | |
| "The idea is to show man as a collective species, as a family, that is." | |
| "To make people understand that we all are one large family." | |
| PARTLY CORRECT OBJECTIVES | (31%) |
| To depict human life: | 21 |
| "A documentation of the aspects of human life in all parts of the world." | |
| "To catch as wide a scope of human life as possible in photographs." | |
| "The idea is to describe the life of man in its manifold aspects." | |
| "To demonstrate the joy of living and of having been created a human being." | |
| "The objective is to enlighten visitors concerning the habits and customs and domestic life of other peoples." | |
| "To show man engaged in his daily activities while he feels unobserved." | |
| To furnish information and enlightenment in general: | 5 |
| "To broaden the horizon of the individual." | |
| "To enlighten and lift up people." | |
| "To let people take a look at the world." | |
| To enlighten people about social conditions throughout the world: | 2 |
| "The idea is to arouse people and to remind them of the widespread misery and distress that exists in the world." | |
| "The lower social classes, the working people, are crying out in protest, their poverty is being documented." | |
| Other answers: | 3 |
| "The idea is to influence the public as a whole, both professional photographers as well as amateurs." | |
| "The idea is to make people understand that a good photographer must also consider the human angles, therefore the objective of the exhibition is also an ethical one." | |

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| | Home Interviews |
|---|---|
| INCORRECTLY NAMED OBJECTIVES | ( 2%) |
| To make propaganda for the United States: | 1% |
| "The exhibition is tendentious. It's anti-German and shows things naively Americanized." "To carry propaganda for the United States." | |
| To propagandize democracy: | 1 |
| "To make propaganda for democracy." "Their democratic idea is to be furthered and propagandized." | |
| NO OPINION | ( 2%) |
| | 106%@ |

@ Some respondents gave more than one answer.

ALMOST EVERYONE HAS SOME COMPREHENSION OF THE THEME ...

A second probing test of comprehension reveals that although the theme is rather abstract, an exceptionally large proportion of the audience appeared to have grasped the essentials of the exhibit's underlying idea.

In reply to a query on what the exhibition expressed to its spectators, all but a very small fraction of the attendants were able to come up with quite acceptable definitions of the theme (91%). About half of the visitors gave evidence of an unmistakably clear comprehension of the theme.

This can be credited to two factors (a) the forceful expressiveness of the pictures and (b) the exceptional high intellectual level of the audience.

It is interesting to note that in comparing the exit sample with the home sample, among the interviews immediately after the show, most (51%) indicate only some comprehension of the theme, whereas in the home interviews - two or three days later - the picture is exactly reversed, i.e. most people (54%) indicate a clear understanding of the theme. This reveals that with the passage of time the underlying idea of the "Family of Man" exhibit becomes clearer.

"What, do you believe, is the underlying idea of this photographic exhibition?"

| | COMBINED SAMPLES (770) | | Exit Interviews (298) | Home Interviews (472) |
|---|---|---|---|---|
| Clear comprehension of theme | 49% | 91% | 42% | 54% |
| Some comprehension of theme | 42 | | 51 | 36 |
| No comprehension of theme | 9 | | 7 | 10 |
| | 100% | | 100% | 100% |

In this context the visitors were asked a second question, namely how well did the pictures express the idea of the exhibit. The following table shows that the greater (clearer) the comprehension of the theme is, the higher become the ratings as to how well the pictures expressed the theme of the exhibit.

"What do you believe is the underlying idea of this photographic exhibition?"

| | COMBINED SAMPLES | | |
|---|---|---|---|
| | Clear Comprehension (377) | Some Comprehension (326) | No Comprehension (67) |
| "In your opinion, how well do the pictures express this idea of the exhibition?" | | | |
| Extremely well | 54% | 42% | 24% |
| Very well | 34 | 43 | 37 |
| Well | 11 | 11 | 18 |
| Mediocre | 1 | 1 | 1 |
| Not so well | - | 1 | - |
| Not at all | - | * | - |
| No opinion | * | 2 | 20 |
| | 100% | 100% | 100% |

* Less than one half of one per cent.

"What, do you believe, is the underlying idea of this photographic exhibition?"

Summary Table

| | COMBINED SAMPLES | Exit Interviews | Home Interviews |
|---|---|---|---|
| CLEAR COMPREHENSION OF THEME (57%) | | | |
| To stress the common and uniting characteristics of all men | 26% | 22% | 28% |
| To demonstrate that all peoples and races form one large family of man whose members should come to understand each other better | 25 | 21 | 27 |
| To awaken understanding and compassion for one's fellowman | 6 | 7 | 6 |
| SOME COMPREHENSION OF THEME (44%) | | | |
| To illustrate the gamut of human life from birth to death and its meaning with members of all peoples and races | 35 | 48 | 28 |
| To demonstrate the futility of war and make an appeal for peace | 4 | 3 | 4 |
| Other answers | 5 | 3 | 6 |
| NO COMPREHENSION OF THEME ( 9%) | | | |
| To give an insight into the family life of various races and social classes | 2 | 1 | 2 |
| To demonstrate the power of expression and artistic value of photography | 4 | 3 | 5 |
| No opinion/No answer | 3 | 2 | 4 |
| | 110%@ | 110%@ | 110%@ |

COMMENTS IN DETAIL ...

"What, do you believe, is the underlying idea of this photographic exhibition?"

| | COMBINED SAMPLES | Exit Interviews | Home Interviews |
|---|---|---|---|
| CLEAR COMPREHENSION OF THEME (57%) | | | |
| To stress the common and uniting characteristics of all men: | 26% | 22% | 28% |

"This exhibit shows the life of different peoples, and makes it clear that they have more in common than men usually presume."
"There are things all people have in common even if the outward form varies."
"All men have the same basic features. There is no racial distinction."
"That though the different peoples have their characteristic features, they have a lot in common."
"All men are equal, no matter what peoples or races they below to."

(Cont'd on next page)

| (Cont'd from preceding page) | COMBINED SAMPLES | Exit Interviews | Home Interviews |
|---|---|---|---|
| To demonstrate that all peoples and races form one large family of man whose members should come to understand each other better: | 25% | 21% | 27% |
| "To make it clear that we all form one large family." | | | |
| "That the nations should endeavor to achieve mutual understanding as we are all in the same boat." | | | |
| "That all peoples and races should come to live peacefully together." | | | |
| "That America is striving for a better understanding between the nations." | | | |
| To awaken understanding and compassion for one's fellowman: | 6 | 7 | 6 |
| "To remind people to display greater understanding and tolerance for his fellow creature." | | | |
| "Not to condemn our fellow creatures, but acquire greater understanding of them." | | | |
| "An emphatic appeal for charity and readiness to help - it is everybody's duty to relieve the misery in the world." | | | |
| SOME COMPREHENSION OF THEME (44%) | | | |
| To illustrate the gamut of human life from birth to death and its meaning with members of all peoples and races: | 35 | 48 | 28 |
| "That conditions of life and human problems are alike all over the world." | | | |
| "To illustrate the basic human problems: love, sorrow, joy and hatred." | | | |
| "To show the human being in all phases of life - from birth to death." | | | |
| "As the caption says: to illustrate the characteristic picture of mankind." | | | |
| "To illustrate the ups and downs in human life." | | | |
| To demonstrate the futility of war and make an appeal for peace: | 4 | 3 | 4 |
| "To show that there are possibilities for a peaceful living together." | | | |
| "To show the futility of war." | | | |
| "Everybody should do everything in his power to contribute towards a lasting peace." | | | |
| Other answers: | 5 | 3 | 6 |
| "To illustrate the motherly goodness of nature." | | | |
| "To catch a wide scope of human life." | | | |

(Cont'd on next page)

| (Cont'd from preceding page) | COMBINED SAMPLES | Exit Interviews | Home Interviews |
|---|---|---|---|
| NO COMPREHENSION OF THEME ( 9%) | | | |
| To give an insight into the family life of various races and social classes: | 2% | 1% | 2% |
| "They mean to show the lasting value of family life, and to show social ranks." "They intend to illustrate family life, to show family members at work and at ease." | | | |
| To demonstrate the power of expression and artistic value of photography: | 4 | 3 | 5 |
| "To prove that photography can also produce genuine works of art." "To show what effects can be achieved by skillful photographers." "To demonstrate how to catch the most expressive moments with a camera." | | | |
| NO OPINION/NO ANSWER | 3 | 2 | 4 |
| | 110%@ | 110%@ | 110%@ |

@ Some respondents gave more than one answer.

PREPONDERANCE SEES PROMOTION OF FRIENDSHIP AND PEACE AS CHIEF VALUE OF EXHIBIT ...

The main purpose of the Steichen show was to promote friendship and peace between all nations and races through the expression of its theme. Judging by the results of the following rather direct inquiry, the exhibit seems to be successful in this direction since almost half of the audience (47%) chose point "B" as their first choice and only a small minority (18%) put the show's contribution to friendship and peace last.

> "Wherein do you see the chief value of this photographic exhibition? Would you please read the views listed here and then tell us which of them you would put in first place? (CARD) And which would you put in last place?"

| | Home Interviews | |
|---|---|---|
| | First place | Last place |
| A - The exhibition illustrates that photography is to be regarded as a genuine, artistic form of expression and as a modern trend in art | 23% | 46% |
| B - The exhibition serves to promote the idea of friendship between nations and is an essential contribution to world peace | 47 | 18 |
| C - The exhibition aims at enlightening and instructing people by familiarizing visitors with living conditions of other countries and peoples | 29 | 27 |
| No opinion | 1 | 9 |
| | 100% | 100% |

EXHIBIT REGARDED ALMOST UNANIMOUSLY AS IMPORTANT TO SHOW IN OTHER GERMAN CITIES ...

The importance people place in a further presentation of the Steichen show in other German cities represents another test of impact. More than 9 out of 10 (93%) - to be found in all strata of the audience - consider it <u>important</u> that the exhibit be circulated in Germany at the present time. The views held in this respect seem to be rather intense since the weight of opinion (62%) lies on "very important" rather than simply "important."

"Quite apart from how you liked this exhibition - do you consider it important enough to show this exhibition these days in other German cities also, or don't you think it's important? (Is it very important, important or not at all important?)"

| | COMBINED SAMPLES (770) | Men (467) | Women (303) | Less educated+ (355) | More educated+ (415) |
|---|---|---|---|---|---|
| Very important | 62% | 61% | 65% | 65% | 61% |
| Important | 31 | 32 | 28 | 27 | 33 |
| Not so important | 2 | 2 | 1 | 3 | 1 |
| Not at all important | * | 1 | - | * | 1 |
| No opinion | 5 | 4 | 6 | 5 | 4 |
| | 100% | 100% | 100% | 100% | 100% |

UNDERLYING IDEA MAIN REASON FOR IMPORTANCE ...

When the visitors were asked why this exhibit is considered so important and worthwhile showing elsewhere in Germany at the present time, the clear majority answered the query with general or explicit reference to the theme. About a third pointed out its unique interest and artistic value.

* Less than one half of one per cent.

\+ Since the great bulk of the audience has more than elementary schooling 'less educated' has been taken to mean elementary school and secondary school w/o Abitur (diploma). The 'more educated' category includes university training as well as the Abitur which is the necessary degree for continuing studies at the university.

Among the leading reasons with explicit reference to the theme appears the exhibit's contribution to the promotion of peace, understanding and friendliness and its demonstration of the unifying elements among all peoples and races. Most frequently mentioned in general reference to the theme is its educational value.

"Quite apart from how you liked this exhibition - do you consider it important enough to show this exhibition these days in other German cities also, or don't you think it's important? (Is it very important, important or not at all important?)"

IF "Very important" or "Important":
"For what reasons do you consider this to be important?"

Summary Table

| | Home Interviews |
|---|---|
| BECAUSE OF THE THEME AND UNDERLYING IDEA | (60%) |
| Explicit: (29%) | |
| Because the exhibition serves to promote friendship between the peoples and to form a community of nations | 10% |
| Because the exhibition demonstrates the common and unifying characteristics of all peoples and races | 10 |
| Because the exhibition helps to promote understanding between men by depicting living conditions throughout the world | 9 |
| General: (31%) | |
| Because the exhibition has educational value and provides enlightenment | 17 |
| Because the exhibition sets people thinking and deliberating | 7 |
| Because the underlying idea of the exhibition must be spread | 4 |
| Because the exhibition is an appeal to people to show humaneness | 3 |
| BECAUSE OF ARTISTIC AND GENERAL VALUE FOR ALL PEOPLE | (32%) |
| Because the exhibition is interesting and unique and should be accessible to the public | 25 |
| Because the exhibition is valuable from a technical and artistic point of view | 7 |
| OTHER ANSWERS | ( 3%) |
| NO OPINION | ( 1%) |
| | 96%@ |

@ Some respondents gave more than one reason.

COMMENTS IN DETAIL ...

"Quite apart from how you liked this exhibition - do you consider it important enough to show this exhibition these days in other German cities also, or don't you think it's important? (Is it very important, important, or not at all important?)"

IF "Very important" or "Important":
"For what reasons do you consider this to be important?"

Home Interviews

BECAUSE OF THE THEME AND UNDERLYING IDEA (60%)

Explicit: (29%)

Because the exhibition serves to promote friendship between the peoples and to form a community of nations: 10%

"Because the idea behind the exhibition is to promote friendship between all nations. It's a modest contribution towards this aim in that it takes people's mind off that policy of fear and mutual distrust."
"For pedagogic reasons, the idea of friendship between all nations must be repeated again and again and must be demonstrated to people until in the end it will become a working proposition."
"It can only help to enlighten the public on the idea of friendship between all peoples."
"To make people understand that all men form a community."
"Because this exhibition will contribute towards promoting friendship between nations as well as towards removing racial prejudices."

Because the exhibition illustrates the common and unifying characteristics of all peoples and races: 10

"Because it cannot be made clear often enough that members of all races have a lot in common."
"Because the problem of fellowship between all men which is urgent for us all is treated here. It's important that people everywhere understand that all nations face the same difficulties."
"The things that form a link between people everywhere cannot be pointed out often enough."
"All men should occasionally be reminded of the fact that people throughout the world are alike."
"It's important because people who live in other cities should also see that people everywhere are alike, for, in the final analysis, everyday life is pretty much the same in all countries."

Because the exhibition helps to promote understanding between men by depicting living conditions throughout the world: 9

"To inspire the individual with greater respect for other peoples and other races."
"Because in that way people have an excellent chance to learn a lot of facts about other nations, and thus they will come to feel closer to each other."
"I feel visiting this exhibition is an enriching experience for all as it promotes the individual's understanding of other nations."
"More people will become familiar with the living conditions in other countries, and in that way they will also come to feel respect for their fellow creatures."
"Because one can never do enough to promote human understanding."

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General: (31%)

Because the exhibition has educational value and provides enlightenment: 17%

"This material should be shown to very many people, for nowadays the interest of the crowd centers around football games and the movies. This exhibition should be shown to them to arouse them."
"People everywhere should see this exhibition because it has educational value."
"It's a contribution towards enlightening more people, the public generally, I mean."
"Because it helps to enlighten people and make them more mature."
"It's necessary to instruct people, especially the rising generations."
"Once again snobbism is gaining ground in our country. Just think of that adulation of Picasso. It's essential to combat this trend."

Because the exhibition sets people thinking and deliberating: 7

"Because this exhibition gives food for thought to all visitors."
"Because whoever will see this exhibition is bound to reflect on the problems raised."
"People simply must see many of those pictures as it will melt their hearts."
"Everybody must be given the chance to see such pictures as these which cause people to meditate."

Because the underlying idea of the exhibition must be spread: 4

"This exhibition should be shown in every city so that people everywhere will grasp the meaning and the value of the prevailing theme."
"This is a problem that concerns all Germans, not only the inhabitants of Munich."
"Because it's a good thing if the leading thought of the exhibition bears fruit with the visitors."

Because the exhibition is an appeal to people to show humaneness: 3

"The leitmotif is that of humanity and goodness and that's why as many people as possible should see the exhibition."
"Because of the humane values inherent in this exhibition."
"Because the exhibition is very valuable and will make people respond to the demands of humaneness wherever it is shown."

BECAUSE OF ARTISTIC AND GENERAL VALUE FOR ALL PEOPLE (32%)

Because the exhibition is interesting and unique and thus should be accessible to people everywhere: 25

"This exhibition should not be withheld from people living elsewhere as it has had such a lasting effect in our city."
"I have recommended visiting this exhibition to my friends and feel that as many people as possible should see it as it is so impressive."
"People living elsewhere should also get a chance to see such a rare exhibition."
"All Germans should see this wonderful exhibition."
"Everybody should see an exhibition as magnificent as this."
"Every thinking human being simply must be enthusiastic about this marvellous exhibition."
"There cannot be enough people to see this exhibition."

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Home Interviews

Because the exhibition is valuable from a technical and artistic point of view: 7%

"The photographs are technically excellent. This exhibition could be exemplary."
"New areas of photography were shown, especially expressing various themes in a most natural manner."
"In Germany the art of photography isn't as highly developed yet. So far its scope has been a little narrow."

OTHER ANSWERS ( 3%)

"If the word 'USA' is mentioned, people automatically think of dollars, technology, and of Hollywood, but these aren't the essential things. There are also other sides to America and this exhibition makes it clear that the Americans have high ideals."
"Especially we Germans should come to understand that there are people in other countries who live much more poorly than we do. We should learn to see things in their proper perspective."

NO OPINION ( 1%)

96%@

@ Some respondents gave more than one reason.

"Quite apart from whether you liked this exhibition - do you consider it important enough to show this exhibition these days in other German cities also, or don't you think it's important? (Is it very important, important or not at all important?)"

IF "Not so important" or "Not at all important":
"For what reasons do you consider this to be not so important?"

Home Interviews

L i s t ( 3%)

"Because too intimate pictures were shown."
"Because so many intimate pictures were shown."
"Because it has nothing to do with art."
"Because of some pictures which were indecent."
"Because the headline leads people to expect more than is offered."
"There are enough good photo exhibitions and the special purpose of this one has not been achieved."
"Because it offers nothing new but only evokes memories."
"It is actually not so high above the average of this kind of exhibition."
"I'm against such direct propaganda."

AUDIENCE AGREES OVERWHELMINGLY ON THE EXHIBIT'S SUCCESSFUL EXPRESSION OF THE FUNDAMENTAL UNITY OF MANKIND ...

In the following query respondents were confronted with a card giving two different views about the show. Nine out of ten visitors felt the exhibit expressed the view that races and nations essentially have more things in common and form a large community bound together by common fate. Only a negligible minority (7%) think the pictures did not so much show things all men have in common as they pointed up the differences between people which make man an individual and unique personality.

"Two exhibit visitors are discussing the exhibition photos, each of them holding a different view. With which of the two views would you be most likely to agree?" (CARD)

| | Exit Interviews | Home Interviews |
|---|---|---|
| Mr. Mayer says: | | |
| "I was very much impressed by the photos because they demonstrate that the members of all races and nations fundamentally have more things in common than things that separate them and that they form a large community bound together by a common fate." | 90% | 89% |
| Mr. Schulze says: | | |
| "I rather have the impression that the photos do not so much show the things all men have in common as point up the differences between people, differences which make man individual and a unique personality." | 7 | 6 |
| No opinion | 3 | 5 |
| | 100% | 100% |

EVEN THOSE WHO CONSIDERED MANKIND DISSIMILAR IMPRESSED WITH EXHIBIT'S THEME ...

When in cross-tabulation the visitors are separated according to their basic attitude towards the theme, the reader finds that almost all visitors holding the opinion that men are essentially alike choose Mr. Mayer's viewpoint, but only two-thirds of those thinking men are too different to be regarded as alike do so.

While it is not surprising that people who already tend to agree that men have much in common are impressed by the exhibit's furtherance of this theme, it is a tribute to the impact of the "Family of Man" that over two-thirds (68%) of those who basically felt that men are too different were impressed by the photos because they demonstrate the exact opposite (i.e. that races and nations fundamentally have more in common).

"Apart from the exhibition and its theme - towards which view are you more inclined - that men have so many things in common that they are essentially alike, or that men are too different to be regarded as alike?"

COMBINED SAMPLES

| "Two exhibit visitors are discussing the exhibition photos, each of them holding a different view. With which of the two views would you be most likely to agree?" | So much in common that alike (610) | Too different to be regarded as alike/ Undecided (160) |
|---|---|---|
| Mr. Mayer says: "I was very much impressed by the photos because they demonstrate that the members of all races and nations fundamentally have more things in common than things that separate them and that they form a large community bound together by a common fate," | 96% | 68% |
| Mr. Schulze says: ""I rather have the impression that the photos do not so much show the things all men have in common as point up the differences between people, differences which make man individual and a unique personality | 2 | 23 |
| No opinion | 2 | 9 |
| | 100% | 100% |

NEARLY A THIRD REPORTED NEW INSIGHTS AND IMPRESSIONS RESULTING FROM EXHIBIT ...

Judging by the returns to the following inquiry, the exhibit did not offer or stimulate very many new ideas to its audience and, therefore, in this respect does not score as high as on popular appeal. Only a minority (30%) feels the Steichen show offered something new to them. However, in view of the fact that 8 out of 10 visitors revealed an absolute concurrence with the theme as their basic attitude+ by saying that - apart from the exhibit - men have so many things in common that they are fundamentally alike, it left only 20 per cent who could have learned this "new" idea.

In addition, in judging this finding one has to consider a number of factors which pertain to the specific characteristics of this exhibit as well as to the composition of the audience attracted. Unlike other USIS exhibitions such as the "Atoms for Peace," "Better Living," etc the Steichen show does not present so much a body of factual information as a more or less abstract theme: "The Brotherhood of Man."

Indication of learning in this respect from this exhibit would imply that one has not known nor supported this idea before seeing the exhibit. But as previously reported, the audience is of an exceptionally high intellectual level and already largely subscribes to the underlying idea of the Steichen show. It has been part of their thinking prior to the exhibit. In other words they have very probably spent a considerable amount of their spiritual and intellectual life being concerned with the problems and philosophies expressed by the show. The majority of negative answers to our question is therefore quite reliable in that most really did not learn anything new, since - according to their basic attitude - only about 20 per cent of the audience could have really learned something. Thus with most visitors the impact of the "Family of Man" exhibit does not lie in the transmission of new ideas, but in the reactivation of old ones.

In view of these facts, one must consider the 30 per cent admitting to have learned something new as a very sizable proportion of the audience- indicating in this context an appreciable impact of the exhibit.

"Have you gained any new insights or impressions as a result of visiting this exhibition?"

| | Home Interviews |
|---|---|
| Yes | 30% |
| No | 62 |
| No opinion | 8 |
| | 100% |

+ Reported in Section 3 of this chapter.

NEW INSIGHTS AND IMPRESSIONS CONCERNING THE HUMAN COMMUNITY PREDOMINATE ...

About half of those reporting newly acquired insights, talk about the community of man. And slightly more than a third say that they learned something new in regard in photography.

"Have you gained any new insights or impression as a result of visiting this exhibition?"

IF "Yes":
"What insights or impressions are these?"

Summary Table

| | Home Interviews |
|---|---|
| INSIGHTS AND IMPRESSIONS CONCERNING OTHER MEN | (15%) |
| I realize now that all men are alike | 5% |
| I have acquired a keener understanding of the members of other nations and their way of life | 4 |
| I realize now that there is much distress and misery in this world | 3 |
| It became clear to me that everybody has the duty to care for his fellowmen | 2 |
| I understand now that all nations can get along | 1 |
| INSIGHTS AND IMPRESSIONS CONCERNING PHOTOGRAPHY | (12%) |
| My knowledge of the art of photography has been augmented and enriched | 6 |
| The artistic power of expression of photography is greater than I had expected | 6 |
| OTHER ANSWERS | ( 5%) |
| NO OPINION | ( *%) |
| | 32%@ |

* Less than one half of one per cent.
@ Some respondents gave more than one answer.

"Have you gained any new insights or new impressions as a result of visiting this exhibition?"

IF "Yes":
"What insights or impressions are these?"

| | Home Interviews |
|---|---|
| I realize now that all men are alike: | 5% |
| "I've come to understand that people all over the world are alike. Whatever their nationality may be, they all have the same joys and sorrows." | |
| "I discovered that all men are inherently alike, even if they talk different languages and look differently." | |
| "I've come to realize that all of us human beings, regardless of what race we belong to, share sorrows and joy." | |
| "It became clear to me that there is no such thing as an inferior race." | |
| I have acquired a keener understanding of the members of other nations and their way of life: | 4 |
| "I've learned new things about the way of life of the different nations." | |
| "I've come to understand other peoples and races better for I now know the truth about how they live." | |
| "I have acquired an even keener understanding of the sort of life other peoples lead." | |
| "We now see our fellow creatures in other countries in a different light." | |
| I realize now that there is much distress and misery in this world: | 3 |
| "I was quite shaken when finding out about the misery that exists in the world." | |
| "I've come to realize that people throughout the world still suffer severe hardships and that one should help wherever one can." | |
| "It seems the standard of living in most countries is much lower than is generally believed." | |
| It became clear to me that everybody has the duty to care for his fellowmen: | 2 |
| "I've come to understand that we must stop our hearts from hardening even more." | |
| "It became clear to me that the individual should take a keener interest in the fate of his fellow creatures." | |
| "People should show even more kindness and compassion towards their fellowmen." | |
| I understand now that all nations can get along: | 1 |
| "I realize now that cooperation between all nations is feasible." | |
| "Through this exhibition it became clear to me that the world is populated by human beings in the true sense of the word, and that you will find friends everwhere. You only have to look for them." | |

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Home Interviews

My knowledge of the art of photography has been augmented and enriched: 6%

"I've come to understand that, when photographing, one must take even greater pains to catch life as it really is."
"I've come to the conclusion that you needn't bother so much about getting sharp pictures when you take photographs as about finding some really poignant motif."
"This exhibition was a treat in the field of photography. It helped me to develop my perceptive faculties. I received new ideas which will be fruitful for my creative work."

The artistic power of expression of photography is greater than I had expected: 6

"I hadn't realized before visiting this exhibition that photographs can have such high artistic value."
"I've found out that photography is more than just a pastime, that it creates artistic values."
"I've discovered that you can illustrate an idea more forcefully by photos than by lectures and articles."
"I discovered that a photo may catch a fleeting expression much more efficiently than a painting."

Other answers: 5

"I came to understand that no new values have been created for man through the modern technological achievements."
"That the people of Europe have lost face."
"I came to the conclusion that man inherently is good."

No opinion: *

32%@

* Less than one half of one per cent.
@ Some respondents gave more than one answer.

AUDIENCE FEELS THE UNITED STATES IS COUNTRY DOING MOST TO REALIZE THE IDEAL OF THE EXHIBIT ...

Though about half of the visitors had no opinion as to which country in the world does the most to realize the ideals expressed in the exhibit, the U.S.A. has a commanding lead over all the other countries mentioned. The 4 out of 10 naming America, are more than twice as great as the percentages naming all other countries.

"In your opinion, which country in the world does most to realize the ideal expressed in this exhibition?"

| | Home Interviews |
|---|---|
| United States: | (40%) |
| U.S.A. | 37 |
| U.S.A. - with certain reservations | 3 |
| Europe: | ( 8%) |
| France | 2 |
| Switzerland | 2 |
| Germany | 1 |
| Other European countries | 3 |
| Asia: | ( 3%) |
| India | 1 |
| Japan | 1 |
| Other Asian countries | 1 |
| No country | ( 3%) |
| Other (qualified) answers | ( 2%) |
| No opinion/No answer | (49%) |
| | 105%@ |

@ Some respondents named more than one country.

Section 2: The Role of the United States

One of the major questions in the evaluation of the "Family of Man" exhibit was - what role was ascribed to the United States in the show, and to what extent are the ideals presented in the exhibit attributed to the USA? The degree of awareness of and reaction to the U.S. sponsorship of the show was most relevant.

The discussion of the results to the previous query in the foregoing section (which country does most to realize the ideal of the exhibit?) suggested already that America's role in the theme is considered quite favorably and as rather important. Finding that 40 per cent of the visitors think the United States makes the greatest efforts to realize the expressed ideal represents a very high score in a free answer situation.

GREAT MAJORITY IDENTIFIES THE STEICHEN SHOW AS A U.S. SPONSORED PROJECT ...

The exhibit was shown in the House of Modern Arts in Munich. Nearly two-thirds of the audience knew about the U.S. sponsorship of the show and about half of them (30%) could give the precisely correct answer. This indicates that the audience, in general, views and judges the show as an American project.

"Do you know who sponsored this exhibition?"

| | Home Interviews | |
|---|---|---|
| Yes, New York Museum of Modern Art | 30% | 61% |
| Yes, America/Americans (general answers) | 30 | |
| Yes, America House | 1 | |
| Yes, but named wrong sponsor (Munich, UNO, UNESCO, Mr. Steinbach, etc) | 1 | |
| No opinion | 38 | |
| | 100% | |

ALMOST EVERY VISITOR VIEWS AMERICA'S PROMOTION OF THE EXHIBIT AS A GOOD IDEA ...

Hardly anybody among the audience considered it a bad idea for the United States to promote the exhibit with the theme "The Family of Man." However, a slight difference between the two samples is apparent, i.e. fewer respondents said 'good idea' in the home interviews (86%) than was the case among the exit sample. Among the latter, audience approval of American efforts in presenting the show was almost unanimous (97%). This again reveals the overwhelming effect of the show right after seeing it, which then cools slightly with some days' interlude after the sensation.

"Fundamentally, do you consider it a good or a bad idea for America to promote this exhibition with the theme 'Family of Man'?" (Asked after those unaware were informed about U.S. sponsorship.)

| | Exit Interviews | Home Interviews |
|---|---|---|
| Good idea | 97% | 86% |
| Bad idea | - | * |
| No opinion | 3 | 14 |
| | 100% | 100% |

MAIN REASON FOR CONSIDERING IT A GOOD IDEA IS THE SHOW'S CONTRIBUTION TOWARDS BETTER UNDERSTANDING BETWEEN PEOPLE ...

Only one critical comment was given in support of the opinion of "bad idea" (held by a single case), namely - "Because in their own country the Americans do not live up to the ideas expressed by this exhibit."

"Fundamentally, do you consider it a good or a bad idea for America to promote this exhibition with the theme 'Family of Man'?"

IF "Good idea":
"Why do you consider this a good idea?"

| | Home Interviews |
|---|---|
| Because this exhibition contributes towards a better understanding between people of all nations and races: | 29% |

"Because it contributes towards a better understanding between people of all nations."
"Because it is an essential contribution towards international understanding."
"Because not enough can be done to promote a friendly understanding between all nations."
"It helps to remove racial prejudices."

* Less than one half of one per cent.

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Home Interviews

Because this exhibition demonstrates that mankind is really a large family with common problems and interests: 14%

"Because America demonstrates by this exhibition that all people in the world have common interests."
"The exhibition is a clear illustration of the theme 'We all are one large family - we are all in the same boat'."
"Shows that all people have the same kind of problems."
"Because it can't be shown often enough that all human beings are alike in their positive and in their negative characteristics."

Because the idea of the exhibition is good and worth promoting: 12

"Because the idea this exhibition represented is really worth promoting."
"The general idea is good."
"Nothing should be left untried to promote this idea."
"To say that this was a bad idea, one would have to be a very primitive character indeed."

Because the exhibition serves the purpose of establishing and maintaining peace in the world: 8

"An attempt to establish peace in the world on the basis of the 'Family of Man'."
"One step nearer towards world peace."
"Because it would be a substantial contribution towards world peace if this idea were spread."

Because it is shown by this exhibition that the United States is striving for a peaceful understanding: 5

"Because it illustrates the good will of the United States."
"Because by this exhibition the Americans show that they want to contribute to the establishment of world peace."
"So that people can see that America is really willing to bring about an understanding."

Because the exhibition gives an interesting and instructive insight into the way of life in other countries: 4

"Because one gets an insight into other people's habits and way of living."
"It is surprising how much informational value can be supplied by a good photo exhibition."

Because the exhibition promotes the humanitarian spirit: 4

"It leads people towards a humane way of thinking and feeling."
"Perhaps it will bring us nearer to the humanitarian ideal."

Because America is best suited to organize an exhibition of this kind: 2

"Nobody would know better how to show something like this than the Americans."
"Only America could have done it in this particular way."

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| | Home Interviews |
|---|---|
| Because the exhibition has a high artistic and technical level: | 1% |
| "Because it has a high artistic standard, the photos are so expressive that they must be considered works of art."<br>"Because of its high level." | |
| Other answers: | 4 |
| "Perhaps it will lead people to reflect on things."<br>"Because one can get a lot out of it."<br>"This exhibition has many positive characteristics." | |
| No opinion/No answer: | 5 |
| | 88%@ |

@ Some respondents gave more than one answer.

EXHIBIT EFFECTIVELY PROMOTES U.S.I.S. OBJECTIVES ...

An answer to the important question - what does the Stoichon show do for the objectives of the U.S. government? - is presented in the following findings: Nearly three- quarters of the audience received the impression through the exhibition that the United States is seriously trying to bring about understanding between the nations and races throughout the world. In other words the great bulk of the visitors, after seeing the show, were convinced of the truthfulness of American ideals and efforts towards understanding and peace.

"Did this exhibition give you the impression that America seriously tries to bring about an understanding between the nations and races of the earth, or didn't you receive this impression?"

| | Exit Interviews | Home Interviews |
|---|---|---|
| Yes, tries seriously | 73% | 72% |
| No, does not try seriously | 8 | 9 |
| No opinion | 19 | 19 |
| | 100% | 100% |

Section 3: Basic Attitudes and Biases

An adequate judgment of the findings presented in this chapter requires consideration of basic attitudes and indicated biases toward the theme of the exhibit.

HIGH RECEPTIVITY TOWARDS THEME THROUGH BASIC ATTITUDE ...

Asked toward which view they are basically more inclined - apart from the exhibit - 79 per cent of the audience said that men have so many things in common that they are fundamentally alike and 15 per cent expressed the attitude that men are too different to be regarded as alike. This reveals a high receptivity towards the theme through basic attitude.

"Apart from the exhibition and its theme - towards which view are you more inclined - that men have so many things in common that they are essentially alike, or that men are too different to be regarded as alike?"

| | COMBINED SAMPLES (770) | Men (467) | Women (303) | Less educated+ (355) | More educated+ (415) |
|---|---|---|---|---|---|
| So much in common that alike | 79% | 78% | 80% | 81% | 78% |
| Too different to be regarded as alike | 15 | 17 | 12 | 14 | 16 |
| No opinion | 6 | 5 | 8 | 5 | 6 |
| | 100% | 100% | 100% | 100% | 100% |

ONLY SMALL MINORITY FEELS UNITED STATES TOO MUCH REPRESENTED ...

Another factor important enough to consider in judging audience reactions is whether or not all countries presented in the exhibit received equal treatment and if not which countries were thought to have been shown too much.

The clear majority (57%) thought equal presentation of all countries was given. Only a minority (24%) felt that too much use was made of some countries. Most of the visitors holding the latter view had the United States in mind as being represented too much.

In other words, possible bias introduced through the impression of overrepresentation of the United States is small and - in consideration of the findings previously reported in this report - without much influence.

"In your opinion, have all countries presented at the exhibition been given equal treatment, or has too much use been made of some countries?"

| | Home Interviews |
|---|---|
| All were given equal treatment | 57% |
| Too much use of some countries | 24 |
| No opinion | 19 |
| | 100% |

+ Since the great bulk of the audience has more than elementary schooling 'less educated' has been taken to mean elementary school and secondary school w/o Abitur (diploma). The 'more educated' category includes university training as well as the Abitur which is the necessary degree for continuing studies at the university.

COMMENTS IN DETAIL ...

"In your opinion, have all countries presented at the exhibition been given equal treatment, or has too much use been made of some countries?"

IF "Too much use of some countries":
"Which countries were shown too much, for instance?"

| | Home Interviews |
|---|---|
| America (United States of America): | 19% |
| "By far the most pictures were from America." | |
| "Too much preference was given to America. A correct statement is impossible, due to the absence of German subtitles." | |
| "Too many American photographers were represented. In view of the title 'Family of Man' it would be desirable to see more of other countries." | |
| "Too many pictures of American life." | |
| The Asian countries: | 3 |
| "Too much emphasis was laid on the Asian countries." | |
| "The underdeveloped Far East countries." | |
| "Indians, Chinese, if compared to the white race." | |
| The black race: | 2 |
| "Too much was shown of the Negroes." | |
| "Too much was shown of the Negroes, but this 'too much' is a good thing, in my opinion." | |
| "Negroes and their families." | |
| France: | 1 |
| "France." | |
| The Eastern countries were neglected: | 2 |
| "Not enough of the U.S.S.R." | |
| "Too few pictures of Eastern Europe." | |
| "More attention should have been given to the East bloc countries." | |
| West Europe was neglected: | 1 |
| "That's difficult to say, but there wasn't enough of Europe, especially with regard to the Northern countries." | |
| "Spain was a little neglected. There were only very few pictures from Spain." | |
| Other answers: | 1 |
| "Of our white race, but that's only natural." | |
| | 29%@ |

@ Some respondents gave more than one answer.

GREAT BULK OF AUDIENCE DID NOT CONSIDER EXHIBIT BIASED IN ANY DIRECTION ...

Apart from the amount of treatment given to the countries represented in the exhibit, there exists another possible bias, namely whether or not any favorable or unfavorable tendencies were noticed in the presentation.

Only a few visitors thought there was any possible bias in that the exhibit presented some country in an especially favorable or unfavorable light.

Among the respondents having allegedly noticed too favorable presentation of a country, most think of the United States (10%). Most of those reporting too unfavorable treatment of a country in the Steichen show have Germany in mind."

"Do you feel that the pictures of this exhibition presented any one country in an especially favorable or an especially unfavorable light? (Any other country?)"

| | Home Interviews |
|---|---|
| Yes, especially favorable light country ... | 12% |
| Yes, especially unfavorable light country ... | 13 |
| No, no country | 75 |
| | 100% |

COMMENTS IN DETAIL ...

"Do you feel that the pictures of this exhibition presented any country in an especially favorable or an especially unfavorable light? (Any other country?)"

Home Interviews

ESPECIALLY FAVORABLE LIGHT

The U.S.A.: 10%

"The USA, but that is only natural since this exhibition was made up for New York."
"The USA. The onesidedly optimistic attitude of the Americans is too strongly stressed."
"Too many pictures showing American family life."
"The photos of American family life express smugness and self-confidence."

Other countries and peoples: 2

"All colored peoples."
"Oriental countries."
"Japan."

No country in an especially favorable light: 88

"No country was shown in an especially favorable light."
"They all got fair treatment."

100%

(Cont'd from preceding page)

Home Interviews

ESPECIALLY UNFAVORABLE LIGHT

Germany:

"The pictures of German soldiers." 10%
"The pictures showing the expulsion of the Jews and the photos of the Nuremberg trials were tendentious and placed Germany in a very unfavorable light."
"They showed SS-men in Warsaw, but atrocities committed by other nations weren't published."
"The tanks in the streets of Berlin."

The East-bloc countries: 1

"Russia."
"The Eastern states."

The European countries: 1

"The European countries."
"France."

The U.S.A.: 1

"There were some pictures that showed conditions in the States in rather a cynical way. I was surprised to see photos like that from America."

The Asian countries: *

"The Asian nations."

No country in an especially unfavorable light: 87
100%

* Less than one half of one per cent.

THE "FAMILY OF MAN" SHOULD BE SHOWN TO ALL COUNTRIES ...

Another indirect way of approaching the impact of the exhibit is applied in the question asking in which other countries the exhibit should be shown and why.

Though about one-third of the audience registers no opinion, the leading reply is that the Steichen show should be presented to all countries (30%) — another indication of the understanding of the theme.

Particularly noteworthy is the second most frequent answer, namely that the exhibit should be shown in East-bloc countries. This reveals that the show is, in fact, a valuable contribution towards USIS efforts to counteract Eastern ideology.

In your opinion, in what other particular countries should this exhibition be shown?"

IF some country named:
"Why should it be shown there?"

| | Home Interviews |
|---|---|
| "In all countries" | 30% |
| Why should it be shown there? | |
| Because it promotes international understanding | 8% |
| Because all people should be given an opportunity to see this exhibition | 5 |
| Because it reveals the basic similarities among all people | 3 |
| Because it provides an insight into the living conditions and the peculiar problems of other nations | 3 |
| Other reasons | 3 |
| No reason | 8 |
| | 30% |
| "In the East-bloc countries" | 15% |
| Why should it be shown there? | |
| Because it openly exposes existing political abuses | 3% |
| Because it promotes international understanding | 3 |
| Because it provides an insight into the living conditions and the peculiar problems of other nations | 2 |
| Because the exhibition stresses the social conscience of the Western world in direct contrast to the East | 2 |
| Because it will prove effective in curing these people of their pettiness and narrowmindedness | 1 |
| Other reasons | 4 |
| | 15% |

(Cont'd on next page)

(Cont'd from preceding page) Home Interviews

"In France" 8%

Why should it be shown there?

| | |
|---|---|
| Because this exhibition will probably meet with a lively interest in France | 2% |
| Because it would prove effective in curing the French people of their pettiness and narrowmindness | 1 |
| Because it could have a good influence on the colonial policy of France | 1 |
| Because it promotes understanding between the races | 1 |
| Other reasons | 3 |
| | 8% |

"In England" 5%

Why should it be shown there?

| | |
|---|---|
| Because it provides an insight into the living conditions and the peculiar problems of other nations | 2% |
| Because it will prove effective in curing the English people of their pettiness and narrowmindedness | 1 |
| Because it could have a good influence on the colonial policy of England | 1 |
| Other reasons, no reason | 1 |
| | 5%@ |

"In Italy" 4%

Why should it be shown there?

| | |
|---|---|
| Because this exhibition will probably meet with a lively interest in Italy | 2% |
| Because it will prove effective in curing the Italians of their pettiness and narrowmindedness | 1 |
| Other reasons, no reason | 1 |
| | 4% |

"In other European countries" 15%

Why should it be shown there?

| | |
|---|---|
| Because this exhibition will probably meet with a lively interest in Europe | 3% |
| Because it promotes international understanding | 3 |
| Because it provides an insight into the living conditions and the peculiar problems of other nations | 3 |
| Because it will prove effective in curing peoples of their pettiness and narrowmindedness | 3 |
| Other reasons, no reason | 3 |
| | 15% |

(Cont'd on next page)

| (Cont'd from preceding page) | | Home Interviews |
|---|---|---|
| In non-European countries | | 5% |
| Why should it be shown there? | | |
| Because it promotes international understanding | 2% | |
| Because it reveals the basic similarities among all people | 1 | |
| Because it provides an insight into the living conditions and the peculiar problems of other nations | 1 | |
| Because this exhibition will probably meet with a lively interest in these countries | 1 | |
| Other reasons, no reason | * | |
| | 5% | |
| In no country whatever | | * |
| No, opinion/No answer | | 34 |
| | | 116%© |

* Less than one half of one per cent.
© Some respondents gave more than one answer.

APPENDIX "A"

A. REPLIES GROUPED ACCORDING TO TYPE

"Which of the individual pictures produced the strongest impression on you? Would you briefly describe these pictures?
Was this impression favorable or unfavorable?"

| | COMBINED SAMPLES | | Exit Interviews | | Home Interviews | |
|---|---|---|---|---|---|---|
| | Favorable | Unfavorable | Favorable | Unfavorable | Favorable | Unfavorable |
| Children, children at play: | 39% | 1% | 44% | 1% | 34% | 1% |
| "The portrait of a small girl with a large hat photographed against a dark background." "The picture of the three boys, two of them colored and one a white child, who play cops and robbers." "The white glider plane model against a dark courtyard." "The group of girls from England, one of them lifting her skirt with such a self-assured and coquettish air." "The Eskimo kids rubbing noses." "All pictures showing children." | | | | | | |
| Pregnancy and birth: | 13 | 13 | 12 | 10 | 14 | 16 |
| "The young woman expecting a baby who is photographed against the background of a window and plants." "The birth scene where the physician holds the child." "The stark reality of the picture showing a woman in labor and birth." | | | | | | |
| Pictures of the creation of the world (cosmos, firmament, ocean): | 22 | * | 21 | - | 23 | * |
| "The creation of the world." "The huge picture at the entrance showing the cosmos." "The one with the caption 'And God said, let there be light'." "The firmament." "The picture of the ocean." | | | | | | |
| Men at work: | 18 | 2 | 14 | 2 | 21 | 2 |
| "Those three hands at the vice." "The people working on a railway track." "The tall front of an office building." "The sower in the field." "The women who pluck tea." "The fishermen who haul up a net." | | | | | | |

(Cont'd on next page)

| (Cont'd from preceding page) | COMBINED SAMPLES | | Exit Interviews | | Home Interviews | |
|---|---|---|---|---|---|---|
| | Favor-able | Un-favor-able | Favor-able | Un-favor-able | Favor-able | Un-favor-able |
| Mother and child: | 13% | 2% | 14% | 2% | 13% | 2% |
| "The sleeping Japanese child carried like a bundle on its mother's back." "The mother who nurses her child." "The Negro women holding her arms protectively around her two children." "The happiness reflected in the faces of mothers." | | | | | | |
| The pictures of war (atomic explosion): | 7 | 8 | 8 | 9 | 6 | 7 |
| "The dead soldier with the torn shirt." "A dead soldier in a trench." "Pictures describing war." | | | | | | |
| People at play, drinking, laughing (leisure time activities): | 14 | 1 | 13 | * | 14 | 3 |
| "An old couple on the swing." "In the 'Hofbraehaus' in Munich." "American coffee party." | | | | | | |
| Hunger, misery, poverty: | 13 | 2 | 11 | 2 | 14 | 1 |
| "Women with careworn face leaning over the arm of a chair, with two more persons sitting in the background." "Families living in poverty." "People starving." | | | | | | |
| Young lovers, people in love: | 6 | 6 | 5 | 6 | 7 | 6 |
| "The picture showing a scene in Paris where a young couple kiss." "A tall Negro and a small Negro girl affectionately clinging to each other." "The farewell scene at the station showing two people in love." "Two people locked in a passionate embrace." "The group of pictures showing young lovers." | | | | | | |
| Men learning and studying: | 10 | 1 | 10 | 1 | 11 | * |
| "The picture of four college students." "Those old hands writing." "The complete absorption of the Burmese theology student." | | | | | | |
| Music: | 7 | * | 7 | * | 8 | * |
| "Concert hall with conductor." "Hands of conductor with baton." "String quartet." "Violin-playing nurse with children." "Boy at piano looking at the ceiling." | | | | | | |

(Cont'd on next page)

| (Cont'd from preceding page) | COMBINED SAMPLES | | Exit Interviews | | Home Interviews | |
|---|---|---|---|---|---|---|
| | Favor-able | Un-favor-able | Favor-able | Un-favor-able | Favor-able | Un-favor-able |
| Religion, religious impulse: | 6% | *% | 6% | -% | 7% | *% |
| "The man who kneels down in the street." "The old man saying his prayer, the background is dark." | | | | | | |
| Cruelty, inhumanity, brutality: | 4 | 7 | 4 | 7 | 4 | 8 |
| "Korean women behind barbed-wire fence." | | | | | | |
| Unhappy and quarrelling children: | 5 | 2 | 4 | 2 | 5 | 2 |
| "The little boy walking on a beach whose leg was amputated." "Three children standing behind a wire fence." "The child whose face was hurt in an atomic explosion." "The quarrelling boys." | | | | | | |
| Loneliness, forlornness: | 6 | * | 5 | * | 6 | 1 |
| "The girl on the bridge absorbed in thought." "Man with a torn straw hat." | | | | | | |
| Death: | 6 | * | 4 | - | 7 | 1 |
| "People gathered around the coffin in which a child lies." "The boy standing on an upturned tombstone." "The minister at the open grave." "The church-yard." | | | | | | |
| Father and child: | 5 | - | 4 | - | 5 | - |
| "The smiling father carrying his son on his shoulders." "The American solider with his arm around his little boy." "The Negro and his son hunting gazelles." | | | | | | |
| Dance: | 2 | 3 | 3 | 3 | 2 | 2 |
| "A young couple dancing." "Hands of men snatching at a dancing girl." "Dancing man in drawers with his hat on." | | | | | | |
| Water and food: | 3 | * | 1 | - | 4 | * |
| "The Negro who drinks from a gourd-bottle." "Eat bread and salt - the corn field with the house inserted." "The women carrying jugs on their heads." | | | | | | |

(Cont'd on next page)

| (Cont'd from preceding page) | COMBINED SAMPLES | | Exit Interviews | | Home Interviews | |
|---|---|---|---|---|---|---|
| | Favorable | Unfavorable | Favorable | Unfavorable | Favorable | Unfavorable |
| Weddings, marriage, married couples: | 2% | *% | 3% | -% | 2% | *% |
| "The wedding in Czechoslovakia." "The Indian bride who looks into the mirror." "All those pictures showing married couples which emphasize the strong bond existing between two people." | | | | | | |
| Landscapes: | 2 | * | 1 | - | 2 | * |
| "The photo showing the masses of huge stones and mountains in the background." "All photos showing landscapes." | | | | | | |
| Law: | 1 | 1 | 2 | - | 1 | 1 |
| "The judge in his robe." "The Nuremberg trials." | | | | | | |
| Family life: | 4 | 1 | 4 | 1 | 4 | 1 |
| "The picture showing a Negro family, a Mongolian family and a white family." "The American family showing grandmother, grandchildren and the rest of the family." "The Negro family before their hut." | | | | | | |
| Youth: | 4 | * | 4 | - | 4 | * |
| "The car with the crowd of young people against a blurred background." "The Negro girl with the elaborately decorated hat stared at by a Negro." "The girl sitting at a table with a brush in her hand doing her morning toilet." "The scene at the beach where a hole has been dug in the sand." | | | | | | |
| Compassion, pity: | 4 | - | 4 | - | 4 | - |
| "Pity, an Indian woman puts her arms around another woman." "A crying old Negro and the hand of a woman in a motherly and comforting gesture." | | | | | | |
| Meetings and discussion: | 1 | 1 | 1 | 1 | 1 | 3 |
| "The picture of people at a meeting, thousands of heads, the U.N. in session." "South African Negroes at a meeting." | | | | | | |

(Cont'd on next page)

| (Cont'd from preceding page) | COMBINED SAMPLES | | Exit Interviews | | Home Interviews | |
|---|---|---|---|---|---|---|
| | Favor-able | Un-favor-able | Favor-able | Un-favor-able | Favor-able | Un-favor-able |
| Riot against oppression: | 1% | *% | 1% | *% | *% | *% |
| "The picture of the 17th of June." "Stones thrown against a tank." | | | | | | |
| Individual faces: | 3 | - | 3 | - | 3 | - |
| "The dreamer, the white head against the black background." "The scarred head of a Negro." "The face of a young boy." | | | | | | |
| General and other answers: | 1 | 5 | * | 5 | 1 | 4 |
| "All pictures made a very favorable impression on me thus making it difficult to praise a specific one." "The photo showing an American Indian." | | | | | | |
| | 227%@ | 56%@ | 213%@ | 52%@ | 227%@ | 61%@ |

* Less than one half of one per cent.
@ Some respondents gave more than one answer.

B. Most Impressive Individual Pictures

| | Combined Sample | | Exit Interview | | Home Interview | |
|---|---|---|---|---|---|---|
| | Favorable | Unfavorable | Favorable | Unfavorable | Favorable | Unfavorable |
| Explosion of A Bomb | 6% | 7% | 8% | 8% | 5% | 7% |
| Children playing cards (U.S.A., Orkin) | 11 | * | 13 | - | 8 | * |
| Light over the waters (U.S.A , Wynn Bullock) (Picture at the entrance) | 10 | - | 10 | - | 10 | - |
| Picture of the Warsaw ghetto (Germany, photographer unknown) | 3 | 7 | 4 | 7 | 3 | 8 |
| Child with the soap-bubble (U.S.A., Mili) | 8 | - | 8 | - | 8 | - |
| Two small children in a forest (U.S.A., W.E. Smith) (Final picture) | 7 | - | 8 | - | 5 | - |
| Laughing audience at a show (Missouri, Arthur Whitman) | 5 | - | 4 | - | 5 | - |
| Chinese boy standing with a bowl of rice in his hands (China, George Silk) | 5 | * | 3 | - | 6 | * |
| Woman crouching on a bench against a dark background ( U.S.A., Jerry Cooke) | 4 | * | 4 | * | 5 | * |
| Indian child eating rice (India, William Vandivert) | 4 | - | 4 | - | 4 | - |
| The boulder strewn mountain landscape (U.S.A., Ansel Adams) | 4 | - | 4 | - | 4 | - |
| Boy with satchel in bomb-damaged city (German, Hagel) | 3 | 1 | 3 | 1 | 3 | * |
| Soldier comforting his comrade (Korea, Al Chang) | 3 | - | 3 | - | 3 | - |
| Eskimo woman and child (Artic, Harrington) | 3 | - | 3 | - | 3 | - |
| Universe (Firmament) | 3 | - | 3 | - | 3 | - |
| Old man sitting on a bench playing checkers with child (France, Fred Plaut) | 3 | - | 3 | - | 3 | - |
| Woman at the roulette table (Puerto Rico, Gordon Parks) | 2 | 1 | 2 | * | 2 | 2 |
| The veiled women from Kashmir (Kashmir, Henri Cartier-Bresson) | 2 | * | 1 | - | 3 | * |

| | Combined Sample | | Exit Interview | | Home Interview | |
|---|---|---|---|---|---|---|
| | Favorable | Unfavorable | Favorable | Unfavorable | Favorable | Unfavorable |
| Mother with baby and cat (U.S.A., Erwitt-Magnum) | 2% | -% | 3% | -% | 2% | -% |
| Interior of a cathedral with light streaming in (England, Bill Brandt) | 2 | - | 2 | - | 2 | - |
| Negro boy at blackboard (writing Arabian letters) (Palestine, John Phillips) | 2 | - | 2 | - | 2 | - |
| Picture of Einstein (Princeton, Ernst Hass) | 2 | - | 2 | - | 2 | - |
| The work-marked hands of an old woman (U S.A., Lee Farm Security Adm.) | 2 | - | 2 | - | 3 | - |
| Boy in a mine (Wales, Scherschel — Life) | 2 | - | 1 | - | 2 | - |
| Building of a tunnel (India, Sochurek — Life) | 2 | - | 2 | - | 2 | - |
| The flute-player | 2 | - | 3 | - | 2 | - |
| Expectant mother with kitten (U.S.A., Erwitt, Magnum) | 2 | - | * | - | 3 | - |
| Careworn woman taking a bite (Holland, Cas Oorthuys) | 1 | * | 1 | * | 1 | * |
| Father and son reading magazines (U.S.A., Arbud — Vogue) | 1 | - | 1 | - | 1 | - |
| Lecture-room (Czechoslovaka, Eisenstaedt — Life) | 1 | - | 1 | - | 1 | - |
| Old man playing the mandolin on a sidewalk (Italy, Bertoline) | 1 | - | - | - | 2 | - |
| | 108% | 16%=124© | 108% | 16%=124© | 108% | 17=125%© |

* Less than one half of one per cent.
© Some respondents gave more than one answer

All other pictures shown at the exhibition which are not included here were not mentioned, or mentioned by less than one per cent of the respondents of the combined samples.

"Are there any pictures which, in your opinion, shouldn't have been shown at this exhibition?"

| | Home Interviews |
|---|---|
| No, it was all right to show all pictures: | 46% |
| "All pictures had to be shown in this way so as to have the most overwhelming effect on people because of their striking reality." | |
| "All pictures were essential and had to be shown." | |
| "All pictures could be shown because they are true to real life." | |
| "All pictures were entirely fit for showing." | |
| "No, all pictures were essential." | |
| The pictures of childbirth and of pregnant and nursing women: | 14 |
| "The doctor holding the baby still showing the umbilical cord." | |
| "The pregnant women." | |
| "Mother and newly-born." | |
| "Nursing mothers." | |
| The pictures of young couples in love: | 4 |
| "All the couples in love, European and Asiatic as well. A black man lying beside a black woman." | |
| "The hands of the woman clutching the man's back." | |
| "The young couple in love, with a bicycle on the side." | |
| "Boy and girl embracing in the meadow with a beer-glass in the foreground." | |
| "The pictures of too sexy love scenes." | |
| The pictures showing people dancing: | 2 |
| "The picture of the dancing girl in Bavarian costume taken from below the level of the platform." | |
| "The picture of the South-American couple dancing on the beach." | |
| "Dancing young couples." | |
| Pictures of war, soldiers and political terror: | 3 |
| "The explosion of the atom bomb." | |
| "Dead soldier with his gun." | |
| "Picture of the 17th of June in Berlin." | |
| The pictures of the ghetto in Warsaw: | 6 |
| "The arrest of civilians in Warsaw." | |
| "Nuremberg trial, ghetto in Warsaw." | |
| Other pictures: | 6 |
| "The pin-up mother is not true to life." | |
| "Large-size photo of university lecture room." | |
| "The picture of people going to the polls." | |
| "The woman in court." | |
| "The picture of the United Nations Assembly." | |
| "Pictures of death and mourning." | |
| "Picture of a muscular man." | |
| No opinion: | 25 |
| | 106%© |

© Some respondents mentioned more than one picture.

APPENDIX "B"

"THE FAMILY OF MAN" - AS REVIEWED BY THE GERMAN PRESS ...

The following analysis is based on a collection of newspaper clippings, made available by the Embassy's Press Division Archives. This sample of reviews is in no way representative of the entire German press reaction. However, since these reviews were taken from leading German papers they might very well be considered an exemplary fraction.

Of 13 newspapers there is only one, Der Tagesspiegel, Berlin, which reveals a highly negative attitude towards 'The Family of Man', using phrases such as:

> "The photo of a Peruvian shepherd's boy playing the flute ... represents something that lacks truth, namely that life consisted only of sweetness, of eternal youth, and of lovely and friendly melodies."

The theme throughout this review is one of intellectual indignation. Since the paper is known for its intellectual and highbrow ambitions this piece of derisive journalism should not be taken too seriously - even less so, since it is a unique specimen among our clippings.

Two papers, Aachener Nachrichten and Frankfurter Neue Presse, give only factual play to the Steichen show. However, even these short items contain enthusiastic expressions, such as "perfect works of art" and "the most daring and stimulating experiment until now".

All of the remaining nine papers, with one exception, mention Edward Steichen, giving him credit as the organizer of the exhibit.

Criticism is very scarce, being offered by only three papers. Der Mittag, Duesseldorf, says there is "too little comment" accompanying the pictures and that a number of aspects of human life were left out:

> "The only weak point of this exhibition ...: not enough commentary ... For instance, nothing is shown of the economical and political 'brain trusts', nor of the fine arts except the photo of the hand of an orchestra conductor ..., nor of many other fields."

Two papers, Die Zeit, Hamburg, and Sueddeutsche Zeitung, Munich, offer criticism of a more general nature. They take notice of the "indiscrete observation" of the camera, yet they think this is compensated for by other merits.

"But", says Wolfgang Koeppen of the Sueddeutsche, "it is that indiscretion, which, up to now, was permissable only for the poet who created the picture of man after his own imagination and which is legitimate because it is true."

All papers apply enthusiastic or at least laudatory language to the theme of the show, some also to individual photographs, the high standard of photography and the way in which the pictures were presented. In order to give emphasis to the theme, a number of papers simply quoted passages from Carl Sandburg's introduction to 'The Family of Man'. Some papers, however, found words of their own to explain to their readers the meaning of the Steichen show:

"...making it clear to people what man really is. ...every one of the innumerable faces on the 500 photos expresses the whole secret of being human. And if our hearts have become indifferent to it - this will rouse them." (Stuttgarter Zeitung)

"In this photo exhibition we look into a mirror and recognize ourselves. We are not alone, everybody must help his neighbor and must feel responsible for him as it is already laid down in the Holy Bible by the question: Cain, where is Abel, thy brother?" (Sueddeutsche Zeitung)

"This big photo album of the Homo Sapiens family shows, in an encouraging manner, that Humanism is still strong in our century and that it is not solely a domain of the 'old world'. Out of his material Steichen has created a ballad in black and white ..." (Der Mittag)

There was no misunderstanding of the theme. All papers felt that 'The family of Man' does not exclude any skin colour, creed or nationality - that it means simply All Men. The "Westdeutsche Allgemeine", Essen, stressed the exhibition's informative value regarding the United States only. A full page of its weekend edition was devoted to the Steichen show, and it reproduced three pictures from the exhibit. Under the heading "The OTHER America" one can read these fine words concerning the US:

"The industrial area in the East and the Golden Garden of California are thousands of miles apart. And the citizen Smith with a monthly income of $ 150 is also miles apart from a New York executive or a Hollywood moviestar. It is true that films and the foreign press failed to make citizen Smith as popular as the latter. But where he lives and works for his family, for the community and the district he belongs to - that is where the real America is to be found."

A number of German pictorials published some of the highlights of the Steichen exhibition. Here is a translation of the words used by Weltbild in order to interpret 'The Family of Man' to its readers:

> Only a generation ago a photographer posed his client before a painted scenery showing the terrace of a castle and a lake with swans and, like a torturer, pressed his head into a head and neck support fixed to the back of a chair so as to prevent him from moving and thus from spoiling the picture. Family portraits of this early era of photography are carefully grouped paintings which appear fixed for marble eternities, which do not give an inkling of the life and the doings of those gone long ago. Our descendants will be in a more favorable position than we. Today the camera catches everything that is to be said about us, the family of man of our day. It has the eye of a poet who strives to tell the humane truth and describes the great themes of our life in terse short stories: the entrance into this world of a new-born baby, children's happiness and tears, longing and love, expectations which were fulfilled or thwarted, success and defeat, emptiness and solace. The name of the man who, as an outstanding expert of the art of photography, compiled, sifted and selected the private picture chronicle of our life and condensed it to form an extract of the best is Edward Steichen. His photo show "The Family of Man - Wir Alle" which was first exhibited in the Museum of Modern Art in New York can now also be seen in our country. It opens the great family book of humanity comprising all countries and races and we recognize ourselves in every episode of life with so much wonder as if we were discovering ourselves - inexplicably - for the first time this very moment.

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